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ABSTRACT

Based on two surveys of Association of Research Libraries member libraries which were conducted in 1987 and 1988, this report begins with an overview of the responses from 48 libraries that had participated in development or fund raising campaigns within the past three years. Areas covered by the survey include library staffing and support, library-university relations, campaign strategies, and elements for success and needs. A brief report on the surveys is then presented, followed by a collection of materials submitted by participating libraries. These materials are divided into four categories: (1) Staffing and Organization; (2) Presentations and Activity Reports; (3) Targeted Gifts; and (4) Campaigns and Endowments. These materials were contributed by the University of British Columbia, University of California-Los Angeles, University of California-San Diego, University of Illinois, Iowa State University, University of Kentucky, McMaster University, University of Manitoba, Newberry Library, New York Public Library, University of Oregon, Pennsylvania State University, Southern Illinois University, Stanford University, Texas A&M University, University of Texas-Austin, University of Toronto, and University of Waterloo. (9 references) (EW)

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* * *

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spec flyer #146—July-August 1988 OMS
Systems and Procedures Exchange Center
ISSN 0160 3582

LIBRARY DEVELOPMENT AND FUND RAISING CAPABILITIES

With restricted budgets, rising materials costs (particularly serials), and erosion of the dollar, academic and research libraries are becoming increasingly interested in new development and fund raising possibilities. Since the May 1983 *SPEC Kit on Fund Raising* (#94, OP-available from ERIC as ED 234 794), there is a clear trend toward more sustained efforts in these areas in order to raise supplementary funds to augment the regular library budget. Recent efforts go beyond Friends of the Library activities to encompass major campaigns, in some cases involving large sums over multiple-year time spans.

This flyer/kit provides an overview of current fund raising and development capabilities in research libraries, focusing in part on some of the more successful strategies. Crucial factors that affect the outcome of fund raising efforts are the nature and level of library support, the library's relationship with the university's efforts, and the type of campaign strategy selected. An OMS Occasional Paper scheduled for publication later this year will offer a more detailed look at fund raising and development, with an emphasis on alternatives for planning and implementing new library capabilities.

Background information for this kit and the upcoming OMS Occasional Paper comes from two recent surveys. A brief information request sent to all ARL institutions in Fall 1987 yielded some basic data and the names of 56 libraries that have participated in development or fund raising campaigns over the past three years. A more detailed survey (February 1988) to these 56 libraries resulted in 48 in- depth responses (86%) and representative documents. More survey results can be found in the kit.

LIBRARY STAFFING AND SUPPORT. Fundamentally, libraries employ one of three approaches to support and staff fund raising and development internally.

1) About one-half of survey respondents (58%) have designated a current staff member, or hired a new staff member, to coordinate activities. In almost all cases, this person reports to the library director/dean. However, three libraries describe situations where the person reports directly to the university's central development/fund raising office.
2) At 10 libraries (21%), the director/dean assumes the primary responsibility for fund raising.
3) Another 10 libraries designate no one person for coordination, and a majority of these can turn to the services of the university's central development/fund raising office for support.

Not as common a practice is the use of consultants (7 libraries) or temporary staff (8 libraries). Clearly, the most common approach among ARL members is to use existing staff or to hire staff specifically for fund raising and development.

Fund raising itself requires funding, and its sources do vary. Most commonly, activities are absorbed in the regular library budget (43%). The next most common approach is through the budget of the parent institution (25%). Special funds from outside the library are secured by 11 libraries, and 5 report that no specific funds are identified for fund raising. Three libraries indicate that their campaigns are designed to be self-supporting.

LIBRARY–UNIVERSITY RELATIONS. Most research libraries have considerable control over their own fund raising efforts while working cooperatively with their parent institution. Eighty-six percent of the survey respondents indicate a high level of autonomy, while 4 libraries report that fund raising responsibilities rest in the university's domain.

Nearly all libraries describe increasing coordination and scheduling of campaigns by the parent institution's central development office or foundation. Assistance offered the library by the parent institution varies widely and includes technical expertise (mentioned by 90%), mailing lists of prospective donors (69%), computing support (62%), personnel support (62%), and postage/mailing support (24%). The most common limitation placed on the library attempting to raise funds involves the degree of access to prospective donors, i.e., their cultivation and solicitation.

In turn, the library, its collections, facilities, and services, often can serve as a focal point for a university's development campaign. Campaigns that highlight the improvement of a library's buildings and special collections, for example, are rated among the most successful. In addition, the library

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itself can serve as a place for presentations or displays that inform potential donors about funding needs.

CAMPAIGN STRATEGIES. A number of decisions that must be made early in the planning stages of a campaign will affect the success of fund raising efforts. Regarding focus for a campaign, a general library component within a university campaign is viewed by half of the survey respondents as the most successful strategy, while about one- quarter identify a campaign targeted at one or two defined purposes, e.g., library materials, buildings, or preservation, as being most likely to succeed. Several libraries work to match the interests of individual donors with specific needs of the library, e.g., special collections. Only 7% note that a general campaign with no specific purpose is most successful. Twenty percent of the libraries that have conducted campaigns report that it is too early for them to identify features of a successful effort, which probably is an indication of the embryonic state of library development and fund raising.

The actual dollar amount of campaigns can, of course, range widely depending upon the need, ambition, and size of the library and university. Campaign goals from 31 respondents to the SPEC survey range from $75,000 to a large public library's goal of $307 million. (The next two highest goals are $32 million and $18 million). If the highest figure is deleted, the remaining 30 libraries report a mean of $5.98 million, and a median of $4.5 million. The duration of campaigns also varies widely, from one to over six years. Twenty-five libraries report a mean of 3.5 years and a median of 4 years.

One method of orienting a campaign toward success is to raise a specific percent of the goal before the public announcement of the campaign. Just over half of the libraries report that they use this strategy, with the goal ranging from 10% to 50%. To help achieve this early target, many libraries use pre-announcements strategies such as building ground-breaking, challenge grants, and collection-size goals. One-fifth of the respondents solicit library staff members first. Three libraries indicate that specific dollars goals were established for library staff, while 29 report that such goals were not used.

Publicity and communication concerning campaigns are crucial to their success. The three most frequently mentioned methods are personal one-to-one appeals, direct mailings, and presentations to groups. In a clear evolution since the 1983 kit, many libraries are devoting considerable effort and creativity to materials for distribution and presentations, including professionally-produced portfolios, case statements, and display advertisements. Library and campus newsletters also are used frequently, followed at some distance by radio and television. The choice of communication techniques most probably relates to the nature of the groups targeted for solicitation. Eighty-eight percent of the respondents report targeting specific groups, and their highest success comes from friends of libraries and alumni.

ELEMENTS FOR SUCCESS AND NEEDS. While the upcoming OMS Occasional Paper will cover this topic in more detail, a summary of advice from experienced campaigners emphasize the basics:

- Cooperate closely with the central university development/fund raising office, while maintaining a central role for the library in running its part of the campaign;
- employ a library staff member to coordinate the campaign;
- prepare a feasibility study first;
- define the library's objectives and its constituency; and
- emphasize that fund raising is an ongoing process.

Since libraries have no alumni of their own, cooperation with the parent institution and inclusion of the library as part of a larger campaign (even if the library is not mentioned), are necessary to reach this group. At the same time, a university- wide campaign can benefit from focusing on library special collections or noteworthy materials as areas needing support.

The identification of targeted constituencies interested in supporting library causes and the establishment of ongoing communication with and education of these constituencies about library activities are important prerequisites to fund raising and development campaigns. A library also needs to develop the ability to tell its stories of accomplishments and goals in meaningful and understandable ways to potential donors. A few libraries have obtained the support of key public figures to help raise funds. In general, a strategy that includes personal contacts with individual donors on the part of the library director/dean or other spokespersons, along with well-developed and communicated campaigns, provides a sound basis for successful fund raising.

The SPEC Kit on Library Development and Fund Raising Capabilities (#146, July-August 1988) contains survey results, staffing and organization documents from 10 institutions, five examples of presentations and activity reports, five examples of targeted gift campaigns, eight examples of general campaign and endowment materials, and a selected reading list.

* * *

This flyer/kit was prepared by Darrell L. Jenkins, Director of Library Services, and Roland C. Person, Assistant Undergraduate Librarian, Southern Illinois University at Carbondale, as part of the OMS Collaborative Research Writing Program.

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Kit #146
July/August 1988

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SURVEY RESULTS

System and Procedures Exchange Center
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1527 New Hampshire Avenue, N.W., Washington, D.C. 20036 • 202-232-8656

September 28, 1987

To: SPEC Liaison

From: Maxine Sitts
SPEC Center

Darrell L. Jenkins
Director of Library Services
Southern Illinois University

Ronald C. Person
Assistant Undergraduate and
Special Project Librarian
Southern Illinois University

As you may know, we are developing an OMS Occasional Paper (and possibly a SPEC Kit) on alternative strategies for strengthening a Library's development and fund raising capabilities.

We ask that your library answer this brief information request, regardless of whether your library is currently participating (or has participated in the past three years) in a library development or fund raising program. Based on your replies, we will be contacting a select number of libraries for more details over the next 3 months.

Thank you in advance for your assistance.

System and Procedures Exchange Center

September 28, 1987 OMS
Office of Management Studies, Association of Research Libraries
1527 New Hampshire Avenue, N.W., Washington, D.C. 20036 • 202-232-8656

LIBRARY DEVELOPMENT AND FUND RAISING CAPABILITIES INFORMATION SHEET

Institution Summary

Library Staff Member\Title _____

1. Has your library participated in a library development or fund raising program in the past three years? Yes 55 No 31 If yes, continue with question 2. If No, skip to Question 4.

2. What was/were the stated purpose(s) of the library development or fund raising program? (Check as many as applicable).

35 General purpose fund-raising
5 Building construction or renovation
34 Funds for library materials only
5 Funds for additional library staff only
10 Funds for library equipment and furniture only
19 Other. Please specify _____

3. Overall, would you view the development/fund raising program as being successful 40 unsuccessful 3 . If unsuccessful, briefly why? Too early 11

Unsuccessful: fell short of dollar goal, slow progress due to delayed planning, library staff turnover.

4. If your library has not participated in a library development or fund raising program in the past three years, please indicate why not. (Check as many as applicable).

1 Library has sufficient funds
22 Development and fund raising are handled by another part of the institution (e.g., central development office, foundation, etc.) Please specify _____

9 Insufficient library staff to devote to development and fund raising activities
1 Just completed such activity recently
1 Considered development and fund raising program, but did not proceed. Please explain _____

3 Other _____

Please complete and return this sheet by October 23, 1987 to:

Darrell L. Jenkins, Director of Library Services, Morris Library,
Southern Illinois University at Carbondale, Carbondale, IL 62901
(618) 453-2681

System and Procedures Exchange Center
OMS
Office of Management Studies, Association of Research Libraries
• 202-232-8656

December 23, 1987

TO: SPEC Liaisons

FROM: Collaborative Research-Writers
Roland Person, Special Projects Librarian
Darrell Jenkins, Director of Library Services
Southern Illinois University
Maxine K. Sitts, SPEC Center Maxine

RE: Fund Raising and Development Capabilities

In your response to a September 1987 information request (enclosed), you indicated that your library has (or soon will have) experience with fund raising. Because of the great interest in this topic among ARL libraries, we are requesting more detailed information with which we will develop an OMS Occasional Paper and SPEC Kit. Please pass this survey on to the person most knowledgeable about library development and fund raising. Ask them to return the survey, documents, and sample materials to the Southern Illinois University address on the last page by February 12, 1988.

Your library's candid response will greatly help us in preparing publications which we believe will be of considerable value to institutions which are planning for or operating fund raising and development activities. As always, we thank you for the valuable role you play in sharing useful information among ARL libraries.

System and Procedures Exchange Center

SURVEY

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Office of Management Studies, Association of Research Libraries
• 202-232-8656

December 22, 1987

LIBRARY DEVELOPMENT AND FUND RAISING CAPABILITIES

SUMMARY RESULTS

In your response to a September 1987 information request (enclosed), you indicated that your library has (or soon will have) experience with fund raising. Because of the great interest in this topic among ARL libraries, we are requesting more detailed information with which we will develop an OMS Occasional Paper and SPEC Kit. **ALL QUESTIONS RELATE TO PAST, PRESENT, OR FUTURE ACTIVITIES.** Return this survey, documents, and sample materials to the Southern Illinois University address on the last page by February 12, 1988.

Institution 48 of 56 respondents replied (86%)

Library Staff Member Respondent Title _____

Telephone (A.C.) _____

LIBRARY STAFFING AND CAPABILITIES

1. Is there a person in the library who coordinates library development and fund raising?
   38 YES 10 NO
   (position title) _____
   Enclose a position description.

   To whom does the person report: (position title)
   23 of the 38 "Yes" responses = Library Director/Dean

   If such duties are not in a job description, briefly describe how the person came to have such duties and what % of time is so occupied.

   Varies 1% - 100%

   IF NO, is there a person elsewhere in the parent institution who handles library development and fund raising?
   1 YES 0 NO 9 No response
   (position title) _____

2. Has a consultant or fund raising firm been hired for library fund raising activities?
7 YES 36 NO 5 No response

IF YES, enclose a copy of the contract or a description of the arrangements, including fees if available, or discuss briefly:

3. Has a person(s) been hired temporarily to do fund raising for the library 8 YES 35 NO 5 No response

Has a new position been created for such purposes? 6 YES ___ NO

IF YES to either, enclose documents describing the arrangement, duration of position and job description, or briefly describe.

LIBRARY-UNIVERSITY RELATIONS

4. What is your library's relation to a parent institution's fund raising unit? Circle the letter that best applies.

2	a.	Library may operate independently of parent institution's
4	b.	Library has little or no control over fund raising; handled by parent institution's unit
38	c.	Within overall control of parent institution's unit, library has considerable control over its own fund raising.
0	d.	Other (specify)
4		No response

5. If the parent institution's fund raising unit limits the library's role in fund raising, briefly describe in what ways:

30 Access to donors

6. What assistance does the parent institution offer the library in fund raising? Circle all that apply.

38	a.	Technical expertise
26	b.	Computing support
26	c.	Personnel
29	d.	Mailing lists
10	e.	Postage
7	f.	Other (specify)

CAMPAIGN STRATEGIES

7. In your library's experience, which types of fund raising campaigns are most successful? Rank with 1=most successful.

3 a. A general library campaign with no specific purpose
20 b. A campaign targeted at one or two specific purposes, e.g., library materials, building, preservation
10 c. A library component within a general university campaign
____ d. Other (specify)
8 Too early, need experience
7 No response

8. Prior to public announcement of a fund raising campaign, has the library: Circle all letters that apply.

5 a. Conducted a solicitation of library staff
14 b. Targeted a percent of the goal to be reached before announcement If so, what % _____
11 c. Other pre-announcement strategies? Enclose documents or describe briefly.

9. Regarding the library's most recent (or planned) campaign, what is the total dollar goal? $75,000 - $307,000,000

What were/are the beginning and end dates of the campaign.
Various

Were/are contribution goals established for library staff?
3 YES 29 NO 16 No response
IF YES, What percent of the total dollar goal?_____
Was this goal achieved? __YES __NO

10. How are fund raising campaigns funded? Circle all that apply.

26 a. Within regular library budget
11 b. Special funds from outside the library (specify source) ____
15 c. Within regular parent institution budget
5 d. No specific funds identified for this purpose
4 e. Other (specify)

11. How are campaigns publicized? Circle all letters that apply.

31 a. Direct mailings
9 b. Newspaper ads
16 c. Campus newspaper
27 d. Library Newsletter
7 e. Radio
6 f. Television
31 g. Personal presentations to groups
32 h. Personal one-to-one appeals
i. Other (specify)

Send samples of materials.

12. Are specific groups targeted for campaigns?
29 YES 4 NO 15 No response
IF YES, circle appropriate letters and indicate success with each.

	LITTLE SUCCESS	MODERATELY SUCCESSFUL	HIGHLY SUCCESSFUL
a. Faculty	5	9	5
b. Students	6	5	2
c. Parents of students	1	10	3
d. Alumni	1	10	12
e. Friends of the Library	1	12	12
f. Corporations/businesses	3	12	4
g. Foundations	9	4	7
h. Other (specify)			

13. What campaign information is prepared? Circle all that apply.
16 a. Planning document with timetables and responsibilities
21 b. Descriptive brochure
20 c. News releases
15 d. Articles
18 e. Case statements
6 f. Summary documents
g. Other (describe)

Enclose samples.

14. If you were to do a campaign over again, or conduct another one, what major changes would you make? What advice do you have for libraries beginning to planning a fund raising capability?
Enclose reports or documents that evaluate fund raising activities, or discuss briefly below. If you would like a researcher to call you, check here _____.

(To be reported in Occasional Paper.)

Your candid response will greatly help us in preparing publications which we believe will be of considerable value to libraries planning for or operating fund raising and development activities. Thank you for your assistance. Return this survey, documents, and sample materials, by February 12, 1988 to:

Darrell L. Jenkins, Director of Library Services
Morris Library
Southern Illinois University at Carbondale
Carbondale, IL 62901 Phone:(618) 453-2681

List of Respondents to Detailed Survey (December 1987):

Brown
British Columbia
California, Berkely
California, Los Angeles
California, San Diego
Chicago
Colorado State
Columbia
Cornell
Delaware
Georgetown
Guelph
Hawaii
Illinois
Iowa
Iowa State
Johns Hopkins
Kansas
Kentucky
McMaster
Manitoba
Maryland
Massachusetts Institute
Of Technology
Miami
North Carolina
North Carolina State
Notre Dame
Oklahoma
Oklahoma State
Oregon
Pennsylvania State
Princeton
Purdue
South Carolina
Southern Illinois
Stanford
Tennessee
Texas
Texas A & M
Toronto
Tulane
Washington
Waterloo
National Agricultural Library
Newberry Library
New York Public Library
New York State Library
Smithsonian Institution

STAFFING AND ORGANIZATION

TERMS OF AGREEMENT
BETWEEN THE UBC DEVELOPMENT OFFICE AND THE UBC LIBRARY FOR THE POSITION OF FRIENDS OF THE LIBRARY COORDINATOR

The purpose of the position of the Friends of the Library Coordinator is to provide support for the development and growth of the Friends of the UBC Library.

The role of the Friends of the Library Coordinator is similar to that of other Development Office positions which deal with the long term cultivation of potential donor prospects. Therefore we propose that, in order to maximize the coordination of the Friends of the Library with other similar Development Office programs and to provide the incumbent with the benefit of interaction with other Development Office personnel, the incumbent should be considered an employee of the UBC Development Office, Major Gifts, contracted out to and funded by the UBC Library, under the following conditions:

1. This position will initially be half time (e.g. 3 1/2 hours per day), hours of work to be set be in mutual agreement between the Development Office and the Library.

2. The Development Office assumes responsiblilty for initiating the hiring process, training, evaluation, and recommendation for termination (if necessary) of the employee with full consultation with the UBC Library.

3. General direction for the position will be set by mutual agreement between the Development Office and the Library.

4. Office space for this position will be in the Development Office with additional space in the Library.

5. The incumbent will be required to attend meetings of Development Office staff, when appropriate, e.g. weekly meetings of Giving Clubs staff.

6. All salary and direct program costs will be funded by the UBC Library through transfer of funds to the Development Office on a quarterly basis. Salary and Program costs must be approved by the Library. The Development Office will cover the costs of local in-house training.

7. Any conflict or dispute over guidelines or objectives that arise will be resolved through discussion between the chief Development Officer and the University Librarian.

8. Terms of the agreement will be reviewed on a quarterly basis by the Chief Development Officer and the University Librarian.

...2

TERMS OF AGREEMENT
BETWEEN THE UBC DEVELOPMENT OFFICE AND THE UBC LIBRARY
FOR THE POSITION OF FRIENDS OF THE LIBRARY COORDINATOR
(Continued)

9. The initial duration of this agreement will be to March 31, 1988 with subsequent agreements to cover twelve month periods. This agreement will continue form year to year unless terminated by either party.

_____	_____
Chief Development Officer	Douglas N. McInnes University Librarian

Disc: H.K.

JOB DESCRIPTION

Position: Friends of the Library Co-ordinator
(A & P, Administration, Grade 3)

Reports to: Major Gifts Office

Department: Development Office

Purpose of Position

1. Responsible for development and updating of files of present and potential library supporters.

2. Responsible for the planning and organization of special events to do with the Friends of the Library.

3. Responsible for staff support for Friends of the UBC Library meetings, including preparation and distribution of materials, location and all other arrangements.

4. Ensures effective liaison between the Library, the Friends of the UBC Library, and the UBC Development Office.

5. Responsible for on-going maintenance of membership statistics and analyses and evaluation of goals, results and procedures.

6. Responsible for the co-ordination of communication to Friends of the UBC Library members, including thank you letters.

7. Responsible for co-ordinating acknowledgment materials, e.g. library cards, etc.

8. Co-ordinate preparation of all printed materials including newsletters and brochures.

9. Responsible for preparation of budget for each event and ensuring that planned events are carried out within budget.

10. Works with library staff to draw up a proposal for a continuing membership program for Friends of the UBC Library and to implement the program when approved.

...2

Accuracy & Accountability

Required to work with the UBC Library staff, the Development Office staff, Library supporters and prospective supporters. The incumbent would have a direct impact on the successful development of the Friends of the UBC Library and hence on the development program of the University.

Supervision

Works under general direction of the Assistant University Librarian for Public Services , with functional direction from the Major Gifts Officer with considerable scope to exercise judgement and to act independently within established guidelines.

Minimum Qualifications

Education
- university education is an asset
- some knowledge of library organization and function is preferred

Skills
- good verbal communication skills
- must be organized and work well with colleagues and the public
- basic knowledge of word processing or management information systems preferred
- must be able to deal with confidential information and carry out duties with tact and discretion
- must be able to work with volunteers as well as with University staff at all levels

Experience
- experience in office routines, including elementary bookeeping.
- experience in building and maintaining a volunteer or community support program.

FRIENDS OF THE UBC LIBRARY

ADVISORY COUNCIL

GENERAL GOALS

To stimulate interest in the Library throughout the University and the community and to engage the assistance of others interested in the Library.

To improve the level of understanding of the programs and needs of the University Library among alumni, friends, foundations, corporations, government and the community in general and thereby to increase the involvement and support from these constituencies.

To support, serve and counsel the University Librarian in areas of public relations, communications and preparation for the University's development program.

SPECIFIC ASSIGNMENTS

To assist the University Librarian to identify a strong and energetic group of individuals interested in supporting the Library and to enlist their participation.

To build and maintain the Friends of the UBC Library.

To work with the Library and the Development Office to build community support for the Library.

To assist the University in its efforts to persuade the Provincial government to acknowledge and support the UBC Library's role in serving the province of B.C.

To support the University Librarian as he works to meet the needs of the University Library as identified in the President's report on the University Library published in January 1987.

MEETINGS

The Council will meet with the University Librarian for 3-4 hours once or twice a year or more frequently at the request of the council. The Committee will meet with and report to the University President at least once a year.

California, Los Angeles

Incumbent will direct the fundraising program of the UCLA Libraries and Graduate School of Library & Information Science. Coordinate all annual and major gift solicitations of individuals, corporations, and foundations within the context of UCLA's fundraising program and The UCLA Campaign. Also will assist in developing and preparing proposals for grants from major public funding sources.

AMOUNT OF TIME	39. DUTIES AND TASKS (SEE INSTRUCTIONS)
	A. Administration A-1. Establish program goals and objectives. A-2. Write annual development operating plans for both the Libraries and the School indicating program prorities and detailed plans and activities in the following areas: volunteer organization, annual gifts, major gifts, corporate and foundation gifts. A-3. Identify and organize volunteers to assist in meeting operating plan priorities. A-4. Develop annual budget request based on goals and operating plan priorities. A-5. Supervise support staff as assigned. A-6. Conduct annual review of results and evaluate program strengths and weaknesses in a written report to higher authority. A-7. Develop and maintain a close working relationship with the University librarian, and the dean of the Graduate School of Library and Information Science (or their designates) on all matters relating to development. A-8. Report to the Associate Director of University Development (Colleges) and carry out assignments as directed. A-9. Maintain liaison with other offices of the department of Public Affairs as necessary, especially Fund Management, Gifts and Endowments, Research and Public Communications. B. Donor Identification B-1. Analyze giving trends nationaly and locally and relate them to needs and B-2. Oversee research and analysis of past donors to the Libraries and School with respect to future gift potential and motivation. B-3. Coordinate the activities of the Friends of the UCLA Library and the GSLIS Alumni Association and Advisory Council. B-4. Conduct volunteer screening and rating meetings involving major donor prospects and purposes. B-5. Devise annual giving programs and strategies that will ensure a broad base of entry level donors for the Libraries and the School, and a potential pool of volunteers and major gift prospects. B-6. Devise and direct a plan for systematically increasing the amount and availability of relevant information about specific donor prospects that will be useful in the cultivation/solicitation process. C. Donor Cultivation C-1. Plan, organize, and carry out prospect cultivation as appropriate, including the establishment of specific strategies and timetables. C-2. Arrange opportunities for the University Librarian, Dean of GSLIS, and other appropriate academic leaders to meet with prospects in contexts conducive to increasing donor interest and support. C-3. Contact and inform corporate and foundation gift officers, directors, and/or trustees about the needs and priorities of the Libraries and the School of Library and Information Science for private support. C-4. Maintain active awareness of approximately 100 prospects involved in various stages of cultivation and solicitation.

California, Los Angeles

Incumbent independently directs the development program of the Libraries and the Graduate School of Library and Information Science within the context of widely accepted professional standards and ehtics, following broad departmental guidelines and practices. Plans & activities are guided by supervisor through weekly meetings.

41. SKILLS KNOWLEDGE AND ABILITIES (SEE INSTRUCTIONS)	TASK REFERENCE	IMPORTANCE
1. Ability to work harmoniously with volunteers, academic leaders, faculty, and staff toward the accomplishment of fundraising goals.	all	req
2. Working knowledge of the principles and practices of fundraising in a university setting.	all	req
3. Understanding of the goals, functions, services, and operating principles of academic research libraries and the field of library and information science.	all	req
4. Ability to establish priorities and complete work in a timely manner	all	req
5. Skill in listening perceptively and conveying sensitivity and awareness.	all	req
6. Skill in organizing, directing and evaluating the work of subordinates, prospects and donors.	all	req
7. Ability to communicate effectively both orally and in writing in order to properly articulate UCLA's fundraising needs and encourage prospective donors to consider supporting them.	all	req
8. Ability to design strategies for cultivation and solicitation of donor prospects that are appropriate to the prospect, to the volunteer or academic leader conducting the solicitation, and to UCLA as an institution of higher learning.	all	req
9. Skill in working under pressure and in adjusting quickly to changing circumstances.	all	req

HEAD, DEPARTMENT OF SPECIAL COLLECTIONS & LIBRARY DEVELOPMENT OFFICER
POSITION DESCRIPTION, JANUARY 1987

HEAD, DEPARTMENT OF SPECIAL COLLECTIONS (50%)

ADMINISTRATION & MANAGEMENT (35%)

Under the general direction of the Assistant University Librarian-Collections, has administrative responsibility for the Mandeville Department of Special Collections, including planning, developing, implementing, coordinating, and evaluating all department services and programs. Develops and implements departmental policies and procedures. Coordinates department's needs and programs with other library departments. Determines staffing requirements and selects, trains, and evaluates departmental personnel. Supervises 4.5 FTE. Responsible for departmental budgetary requirements and expenditures. Manages special projects and grant-funded projects housed in the department. Serves as member of Department Heads group. Participates in library-wide planning.

COLLECTION DEVELOPMENT & BIBLIOGRAPHY (10%)

Develops department's special collections, through formulation of collection policies made in consultation with faculty, administration, and other UCSD bibliographers. Coordinates collection development activities with other units of the UCSD Library and with other UC campuses. Selects and/or reviews all materials designated for Special Collections. Develops and maintains good working relationships with antiquarian and subject-specific bookdealers and others in the booktrade. Maintains excellent relations with past and prospective donors. Develops proposals for long-term and immediate financial requirements for Special Collections collection development. Serve on Bibliographers Council.

PUBLIC & RESEARCH SERVICES (5%)

Encourages and promotes use of Special Collections materials by UCSD faculty and students and by the greater scholarly community. Develops and maintains liaisons with UCSD academic departments and other collection users. Provides specialized research and instructional services to faculty, students, staff, and public, both in person and through correspondence. Develops special projects and grant proposals to provide or enhance bibliographic access to departmental collections. Develops and prepares or supervises development of special bibliographic tools for collections. Supervises and/or prepares all department publications. Plan, develop, and supervise installation of all departmental exhibitions. Serve as member of PSAC, Publications Committee, and Exhibitions Committee.

LIBRARY DEVELOPMENT OFFICER (50%)

Under the general direction of the University Librarian, plans, develops, implements, and coordinates Library's development and fundraising goals, programs, and strategies. Works with Library Development Council, UCSD Development Office, Office of the Chancellor, and other campus offices to develop plans for both long-range and immediate support for the Library, with special emphasis on meeting the requirements of the NEH Challenge Grant, i.e., raise $2.625 million in matching funds. With University Librarian, directs programs and activities of the Friends of the UCSD Library, through the Friends' Board of Directors. Develops publications for development and public relations purposes. Develops appropriate correspondence with foundations and individuals. Develops and prepares proposals for foundation, corporate, or individual donor support. Member of Library Development Council and Board of the Friends of the UCSD Library.

UNIVERSITY CIVIL SERVICE MERIT BOARD

Illinois

Requesting Institution or Agency: University of Illinois at Urbana-Champaign: University Library

PRINCIPAL ADMINISTRATIVE POSITION EXEMPTION

Section 36e(3) of the Statute provides for exemption from civil service coverage for certain principal administrative employees of each institution and agency as determined by the Merit Board. Such positions will be considered for exemption under the following Criteria (as approved by the Merit Board on September 25, 1974 and amended March 31, 1975).

Section 36e(3). Other principal administrative employees of each institution and agency as determined by the Merit Board is understood to mean an employee:

A. (1) Whose primary duty is administrative management of a Campus or Agency division or like unit; *and*
   (2) Who reports to the Chief Executive Officer of the Campus or Agency;

OR

B. (1) Who performs an independent administrative function and who reports to the Chief Executive Officer, or who performs an independent administrative function and reports to the President, Vice-President, Chancellor, or Vice-Chancellor or Provost of the Campus or Agency;

OR

C. (1) Who is charged with high level administrative responsibilities coupled with administrative policy making functions and whose decisions directly affect the academic program or administrative policies; *and*
   (2) Who performs these duties with only general administrative supervision or direction and who exercises discretion and independent judgment;

OR

D. (1) Whose primary responsibility is the administration of an academic unit engaged in academic instruction or research. (e.g., Dean, Associate and Assistant Dean, Department Head, Associate and Assistant Department Head.)

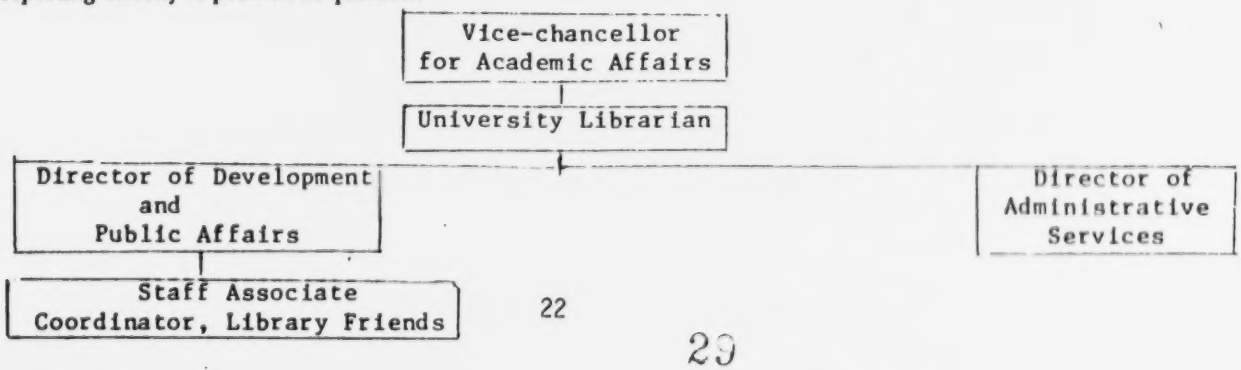
OR

E. (1) Who is in a position requiring a knowledge of an advanced type in a field of science or learning customarily acquired by a prolonged course of specialized intellectual instruction and study (as distinguished from a general academic education) and which requires the consistent exercise of discretion and judgment; *and*
   (2) Who is recommended to be exempt by the chief authority of the Institution or Agency.

Title of Position: Director of Development and Public Affairs

Primary Function of Position: The Primary function of the Director of Development and Public Affairs is to promote financial growth for the Library and to establish a network of support.

Using space below, draw a simple organizational chart illustrating the chain of command from vice-presidential level down to all those reporting directly to position in question:


Vice-chancellor for Academic Affairs
University Librarian
Director of Development and Public Affairs
Director of Administrative Services
Staff Associate Coordinator, Library Friends

Request for Exemption under Criteria ☐ A ☐ B ☒ C ☐ D ☐ E (Check one) Illinois

In the space below, provide a description of the position which illustrates how the duties and responsibilities assigned meet the exemption criteria checked above:

1. identifies local, state and national donors for major gifts to the Library, establishes contact and negotiates arrangements with donors
2. establishes policy to acquire in conjunction with the U. of I. Foundation the Library Endowment Fund
3. develops proposals for major donors
4. directs the activities of the Library Friends
5. plans and executes major fund raising activities
6. coordinates Library development with the U. of I. Foundation
7. establishes policy for the Library's development publications including Friendscript, Non Solus and occasional materials
8. serves as Library representative at state and national levels and interprets the activities of the Library to a broad range of the public
9. develops the Library's public statements and directs its public affairs
10. presents programs concerning the Library for the Alumni Association and other organizations
11. serves as liaison with Friends of Libraries USA for national development sources
12. develops public relations materials for the Library

Minimum education and work experience (including years) to qualify for position (include information relative to required specialized intellectual study if required):

Required: Bachelor's degree; minimum of three years experience in development; strong abilities in oral and written communication and interpersonal skills.

For Dean or Director:

____ Exemption Recommended

____ Exemption Not Recommended

Signature: _____

Date: _____

* * * *

Designated Employer Representative:

____ Exemption Recommended

____ Exemption Not Recommended

Signature: _____

Date: _____

For Chief Authority of Campus or Institution:

____ Exemption Recommended

____ Exemption Not Recommended

Signature: _____

Date: _____

* * * *

For Chief Authority of System:

____ Exemption Recommended

____ Exemption Not Recommended

Signature: _____

Date: _____

MERIT BOARD ACTION: ☐ Approved ☐ Returned (See Attached)

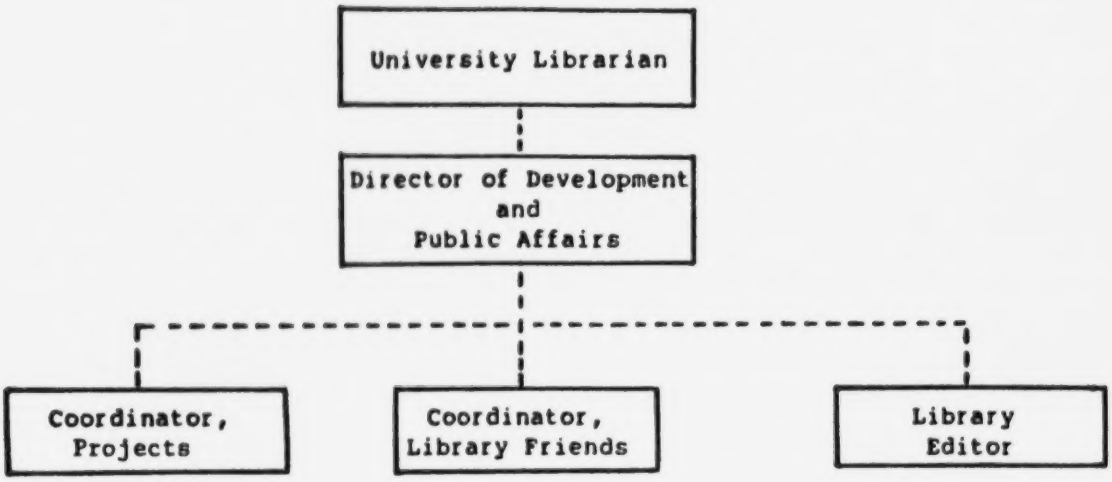
Date: _____ _____
Director

IM—6-75—31779

University of Illinois Library

at Urbana-Champaign

03/03/85



Director of Development and Public Affairs: Joan M. Hood

Coordinator, Projects: Carolyn C. Gunter

Coordinator, Library Friends: Deborah Smith Olien

Library Editor: David B. Kramer

Kentucky

JOB ANALYSIS QUESTIONNAIRE

1. Last Name First Middle Initial: new position	4. Division or College: Libraries
2. Official Title of Position:	5. Department: Director's Office
Usual Working Title of Position: Fund Raising Coordinator	6. Section or Other Unit of Department:
3. Name and Title of Your Immediate Supervisor: Ruth Brown. Assoc. Director	7. Location (Building--Room No.): 127 King Library N

8. Describe below in detail the work you do, indicating the average amount of time normally devoted to each duty or group of duties. (To indicate the time breakdown, you may use percentages, hours per day or week, months per year, or any other approach which best coincides with your normal work pattern.) Use your own words, and make your description so clear that persons unfamiliar with your work can understand what you do. Attach additional sheets if necessary.

TIME	WORK PERFORMED	LEAVE BLANK

General Description

This is work in coordinating fund raising for the library system.
Work involves performing a wide variety of promotional tasks on behalf of the library; this includes extensive public contact with individuals and groups, planning and coordinating special fund raising events or other special events, securing speakers, etc.
Work is performed with considerable independence under the general policy guidelines established by the Director of Libraries.

Illustrative Examples of work

Coordinate the library's fund raising activities and programs.
Work with administrative and key volunteers in identifying and evaluating prospective funding resources and determining most effective methods of approach.
Maintains communications and services between and among prospective donor public, appropriate library committees , staff and other supportive groups.
Work with Development Office
Work with U.K.I.S. for news and public relations purposes.
Maintain all fund raising records
Acknowledge contributions
Develop proposals for submission to funding agencies.
Prepares special reports.

Give the names and payroll titles of employees you supervise, if five or fewer. If you supervise more than five employees, give the number under each title. If you supervise no employees, write "none."

May have some clerical support 25

THE U. OF M. LIBRARIES ENDOWMENT FUND NEWSLETTER

June 1987

* ISSUE NUMBER 3 *

AN UPDATE

The second issue of our Newsletter was distributed in February, 1987. It provided details on the Libraries Endowment Fund Campaign. That campaign has now been completed and the Planning Committee was most pleased with the generous support of the U. of M. Libraries staff. Our thanks to all those who supported the campaign as well as those who volunteered their time to help carry out the campaign. Contributions received to date total $45,232.00

THE LIBRARIES ENDOWMENT FUND POLICY STATEMENT

The purpose of the University of Manitoba Libraries Endowment Fund is to enrich the programs, projects, and services of the Libraries. Since all of us have had an opportunity to contribute to this cause, we all have an interest in how this money will be spent.

Uses of the Fund will be virtually limitless but could include the following:

- to support necessary conservation and preservation endeavors;
- to enhance the skills and abilities of professional and support staff through increased opportunities to attend conferences, courses, and workshops; also to bring in outside speakers and experts;
- to assist in the development of emerging technologies for the Libraries;
- to broaden the scope of library outreach and orientation activities;
- to improve access to special collections.

Significantly, the University Administration has made it very clear that money attracted to the Endowment Fund will not negatively impact upon the Libraries' operating budget.

THE ENDOWMENT FUND ADVISORY COMMITTEE

The disbursement of endowment funds is an ongoing function of the Advisory Committee of the U. of M. LIBRARIES ENDOWMENT FUND. Members of the Advisory Committee will represent academic staff, support staff, students, alumni, and outside interest groups.

SELECTION

At the request of the Director of Libraries, nominations for members to the Advisory Committee will be solicited and forwarded to the Advisory Committee. However, for the initial year of operation the Advisory Committee members will be selected from nominations submitted, at the request of the Director of Libraries, to the Planning Committee

MEMBERSHIP

ACADEMIC STAFF	(5)
SUPPORT STAFF	(3)
STUDENTS	(1)
ALUMNI ASSOCIATION	(1)
FRIENDS OF THE LIBRARIES	(1)
MANITOBA LIBRARY ASSOCIATION	(1)
PRIVATE BUSINESS SECTOR	(1)
DIRECTOR OF LIBRARIES (ex-officio)	

Members shall be appointed/elected for a two year term and shall be eligible for a second term. Initially, to provide continuity, one of each academic and support staff members shall be elected for a three year term.

The Chair of the Committee shall be elected by the Committee from its membership. The Chair of the Committee shall serve

a one year term and be eligible for at least a further one year term.

A quorum shall consists of two-thirds (9) of the members.

In the event of a resignation(s), the Director of Libraries shall request nominations from the appropriate group(s).

A Recording Secretary to the Committee shall be provided by the Director of Libraries.

RESPONSIBILITIES OF THE ADVISORY COMMITTEE

The responsibilities of the Advisory Committee are the following:

- to maintain the membership of the Advisory Committee according to its terms of reference;
- to develop and maintain procedures for soliciting properly documented proposals for projects and activities to be funded;
- to issue an annual invitation for proposals for projects and activities to be funded;
- to make its recommendations regarding disbursements of the investment income to the Director of Libraries who, in turn, shall report and recommend to the Comptroller of the University;
- to provide to each proposer a written record of the Advisory Committee's recommendation made to the Director of Libraries regarding the proposal;
- to publicize, through the U. of M. News Notes, meetings of the Library Management Advisory Committee, Libraries Supervisors Committee, the Librarians Council and other appropriate means, the descriptions of projects approved by the Director of Libraries for funding and the amount of the funding for each project;
- to meet at least twice a year and/or at the call of the Chair;
- to review terms of reference annually.

The Director of Libraries may decline to authorize the funding of any project recommended by the Advisory Committee. However, the Director shall not authorize the funding of any project not recommended by the Advisory Committee.

HELP HELP

Please send

IDEAS

for future fund-raising events

to either

June Dutka
Dafoe Library

Norma Godavari
Engineering Library

HAVE A GREAT SUMMER.....

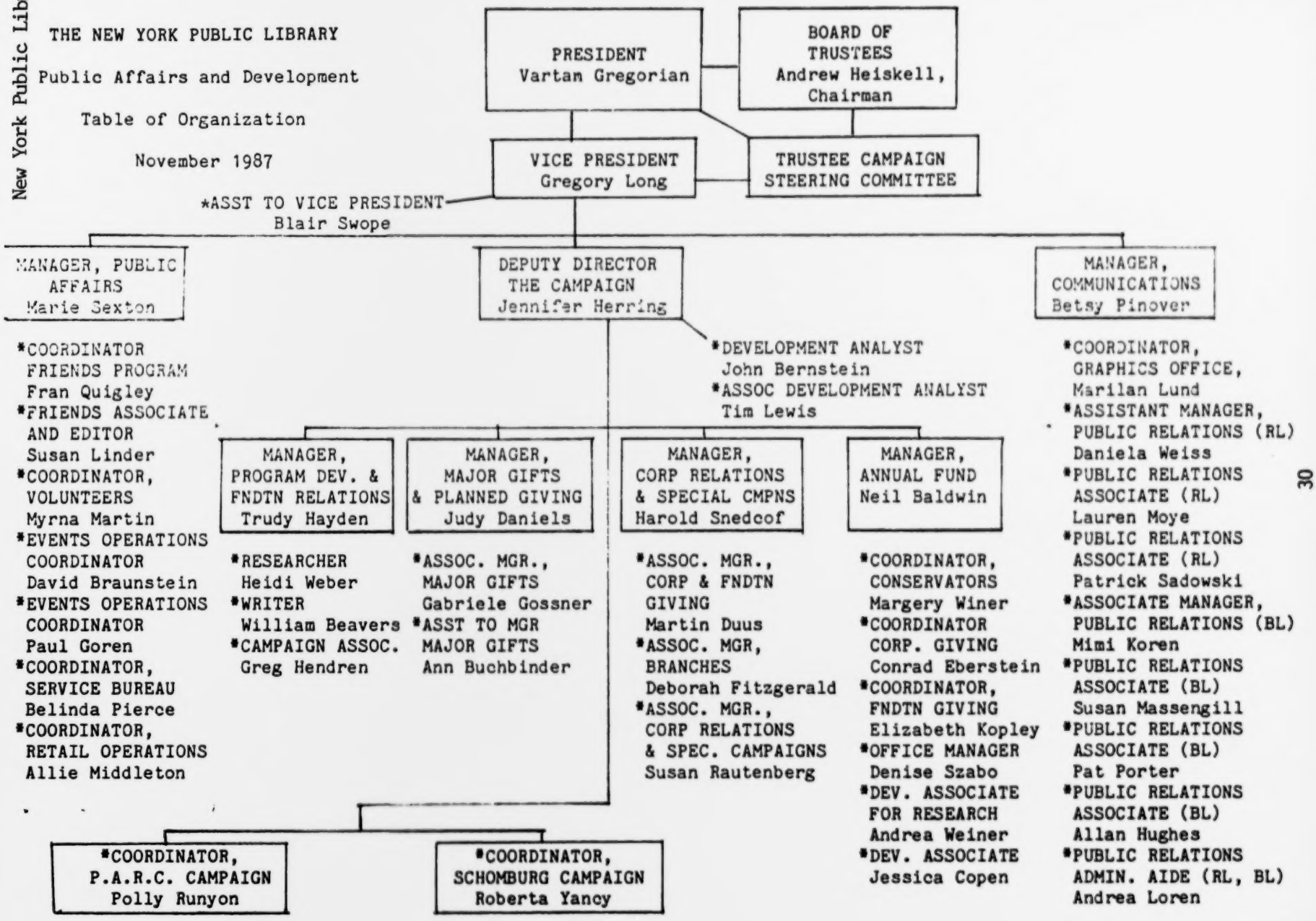
New York Public Library

THE NEW YORK PUBLIC LIBRARY

Public Affairs and Development

Table of Organization

November 1987



UNIVERSITY OF OREGON

COORDINATOR, LIBRARY DEVELOPMENT

Title: Coordinator, Library Development. Reports to University Librarian.

Rank: Research Assistant (renewable contract).

Duties: In cooperation with Library and Foundation staff, plans, designs, and implements Library development programs, projects, and activities. Fund-raising responsibilities include donor relations, identification and cultivation of potential donors, and coordination of gift solicitation efforts. Assists Library support groups with planning, community relations, and special projects. Plans and facilitates establishment of new support groups. Recruits and trains volunteers to assist with development activities. Serves as liaison between Library and Foundation. Represents Library interests in University-wide development planning. Maintains records of Library development activities. Other responsibilities and special projects as assigned by University Librarian.

Qualifications:

An entry-level development position. Required: Bachelor's degree, with formal training in public relations desired. Excellent oral and written communication skills. Ability to work effectively with University officials, faculty, support groups, and donors. Ability to recruit, train, and motivate volunteers, including students. Willingness and ability to travel. Fund-raising experience in higher education preferred. Familiarity with automated database maintenance and financial analysis applications desirable.

Salary: $20,000 plus fringe benefits for 12-month appointment.

Application deadline: June 27, 1986

Apply to: Andrew Bonamici, Personnel Librarian
University of Oregon Library
Eugene, Oregon 97403-1299
(503) 686-3056

EEO-6: 3
Position No.: 15-722-01
May 1, 1985

Penn State

Position Description

Title of Position: Senior Development Officer

Classification: Staff Exempt

Department: Division of University Relations - University Development

Function of Position:

Responsible to the Vice President for Development and University Relations for all fund-raising programs and related activities for assigned college or campus of the University.

Principal Duties and Responsibilities:

1. Plan and implement all fund-raising programs for assigned college, campus, or unit as part of the overall, comprehensive development plan for The Pennsylvania State University. This includes Annual Fund, Corporate and Foundation Relations, and Deferred Giving.

2. Assist appropriate University personnel in identifying, cultivating, and soliciting alumni and other individuals. Develop knowledge of donors' interests in particular program areas to develop relationships.

3. Work with the Office of University Development research staff to develop methods of identifying alumni and friends capable of extending financial support.

4. Assist dean, director, or chief academic administrative officer of unit in identifying priority programs in need of private funding and in the planning of programs designed to attract potential donors.

5. Appraise specific programs, counsel dean or director and appropriate staff regarding the likelihood of private support.

6. Develop proposals representing the activities of assigned college or campus and accurately reflecting financial needs. Coordinate fund-raising work with other members of the Office of University Development to eliminate duplication of efforts.

7. Assist in the establishment of specific annual and long-range fund-raising objectives in consultation with Provost, deans or directors, and Vice President for Development and University Relations.

8. Establish lists of prospects and prepare cultivation and solicitation strategies. Assist in the completion of such assignments, as required. Solicit funds, as necessary, from prospects.

9. Work with appropriate Office of University Development personnel to insure the acknowledgement of gifts and the reporting on use of gifts in a timely fashion.

10. Supervise appeals to individuals with other appeals being made at the campus, college, or University level, to include Annual Fund solicitations.

11. Provide advice, guidance, and training to college or campus staff members for the improvement of skills in development work, associated areas of alumni relations, and communication efforts.

12. Develop fund-raising volunteers from among friends of assigned college or campus.

13. Perform other duties as assigned.

Supervision:

Duties and responsibilities are performed under general direction and from interpreting University policy with regard to general objectives. Work is performed independently toward general results and requires devising new methods or modifying or developing standard procedures to meet new conditions. Problems are rarely referred.

Minimum Qualifications:

Bachelor's degree or equivalent in marketing, communications or related fields, plus three to four years of effective experience in fund-raising in a nonprofit environment with evidence of skill in verbal and written communications. Travel required.

UNIVERSITY OF WATERLOO LIBRARY

POSITION: (ANY OF SEVERAL EXISTING POSITIONS)

ADD TO: GENERAL ACCOUNTABILITY

Under the general direction of the University Librarian, the incumbent is responsible for serving as Executive Secretary to the "Friends of the Library" Group and for coordinating the activities of the Library Development Committee, and serving as the Library's liaison with the University's Development Office.

ADD TO: NATURE AND SCOPE

The "Friends of the University Library" Group consists of people who are both knowledgeable about books and libraries, and have a personal interest in the University of Waterloo and its Library. The incumbent acts as Executive Secretary of the Group, and in that capacity cultivates and nurtures interest in the Library among existing and prospective Friends. This entails corresponding as required with members (and prospective members) of the Group either individually or collectively, keeping them aware of the Library's accomplishments, goals, and needs, and coordinating publications directed to, and public relations with the Friends of the Library.

The incumbent also chairs the Library Development Committee and in this capacity, he/she is responsible for recommending to the University Librarian potential development areas and long-range development goals for the Library, as well as identifying possible sources of funding and overseeing programs to meet these goals. The incumbent serves as the Library's liaison with the University Development Office, ensuring that the Library's requirements for funding are both presented as appropriate to that Office and represented by the Development Office to prospective donors. He/she also represents the Library at appropriate Development functions.

ADD TO SPECIFIC ACCOUNTABILITIES

1. To cultivate and nurture interest in the Library by convening and acting as Executive Secretary to the "Friends of the University of Waterloo Library" Group.

2. To coordinate publications for, and public relations with the Friends of the Library.

3. To coordinate development activities by chairing the Library's Development Committee and serving as a liaison between the Library and the University Development Office.

Attachment #3

Waterloo

LIBRARY DEVELOPMENT COMMITTEE

TERMS OF REFERENCE

1. OBJECTIVES

The primary objectives of the Library Development Committee are to identify and recommend to the University Librarian potential development areas for the Library, both immediate and long-range, and to explore possible sources of funding.

2. MEMBERSHIP

Chairman: Executive Secretary, Friends of the Library

University Librarian

Associate Librarian for Systems and Planning

Collections Management Co-ordinator

Head, Special Collections

Representative from Dana Porter Reference and Collections Development Department

Representative from EMS Reference and Collections Development Department

Representative, Publications Committee

Representative, University Development Office

3. TERMS OF REFERENCE

a. To identify and recommend to the University Librarian potential development areas for the Library, both immediate and long range.

b. To explore possible source of funding.

c. To educate library staff about development funding possibilities.

d. To provide assistance to library staff members in the preparation of grant proposals and applications.

e. To serve as a support to the Executive Secretary of the "Friends of the Library" Group in any fundraising activity carried out with that Group.

f. To ensure that Faculty Library Groups are kept aware of the Library's funding requirements and possible sources of support.

4. MEETINGS

The Committee will meet at the call of the Chair.

5. MINUTES

A secretary (appointed from among committee members) will record and distribute minutes of the meetings.

6. CURRENT MEMBERSHIP

Chairman: Friends of the Library, Executive Secretary
Carolynne Presser
Stuart MacKinnon
Susan Bellingham, Chairman
Murray C. Shepherd
Representative: Dana Porter Reference & Collections Development: t.b.a.
Representative: EMS Reference & Collections Development: t.b.a.
Representative: Publications Committee: t.b.a.

PRESENTATIONS AND ACTIVITY REPORTS

45

McMaster University
Centennial Campaign Case
Statement (excerpts)

CASE SUMMARY

The survival of Canada as an industrial nation depends upon the quality of education and research opportunities provided to its people. Intellectual curiosity and technology transfer are most effective when carried by enthusiastic graduates into the community.

Health care, entrepreneurship, social justice, education, corporate management, public administration and communications all rely heavily on universities to prepare the practitioners and leaders of tomorrow.

Today, McMaster University is at a critical juncture in its one hundred year history. It faces a serious paradox. While its academic and research achievements are being acclaimed nationally and internationally, the financial underpinning of its activities and facilities is being severely threatened. It faces the challenge of maintaining a highly creative educational experience for a competitive student body while retaining significant research commitments in a wide range of disciplines. To maintain this level of commitment, the University endures enormous financial pressures. It is a challenge which few educational institutions could cope with effectively.

The outstanding success McMaster faculty members enjoy in competing for external research grants is a major intellectual achievement. This was recognized by the Bovey Commission when it reported that among the universities of Ontario, McMaster stands in first place in the proportion of its annual expenditures derived, through rigorous peer-adjudication, from the three federal research Councils (Addendum "A"). Such grants are awarded to support the direct cost of research and do not cover overhead expenses. Therefore they carry with them a large financial burden. Operating grants and tuition income alone no longer ensure that McMaster can maintain its superbly balanced environment of faculty research and the education of students.

Public funding mechanisms have encouraged broad educational accessibility for students, many times at the expense of quality. McMaster has determined that increased enrolment providing inadequate additional revenue would undermine the quality of its education and has resisted this route. Instead, McMaster has chosen to become more selective in its admissions policy thus maintaining a high quality level in its student body. The University does not plan to increase its undergraduate student population in the foreseeable future.

Despite increasingly selective admission requirements, full-time equivalent enrolment at McMaster has grown by 14 per cent since 1974. During the same period, operating grants from the provincial government in constant dollars have grown by only six per cent.

Over the past several years, McMaster has relied increasingly on private sources of revenue to maintain its teaching and research commitments. For example, over $15 million was raised through a major campaign launched in 1980. This has been vital in supporting strengths achieved to date. McMaster's funds, both public and private, are deployed judiciously year by year. They are not enough, however, to allow the University to continue to develop as a national centre of excellence.

In the face of continued limited government financing and growing demands of business, industry, government and society, McMaster has now reached a point where the quality of all its academic programmes is in jeopardy. It is short of space and equipment as well as human resources. The University has outgrown many of its facilities and nearly every department needs additional staff. To provide for these needs, the University has launched its Centennial Campaign with the goal of $25 million.

Priorities of this campaign have been clearly established. The University's needs are: (1) improved facilities, (2) additional qualified people, (3) and better financial support of programmes. Construction of a new wing to the University's main Library, a new building for the Faculty of Business, and a new building for the Faculty of Engineering are critical if the University is to maintain its level of academic excellence. In addition, there is the need to establish additional senior faculty positions (Chairs), strengthen selected research groups and institutes, and increase the University's graduate and undergraduate scholarship programmes.

It is clear that McMaster has a choice, either:

> To witness a steady decline in academic and research achievement by accepting the limited public revenues available and thus fail to maintain and expand the level of excellence of its programmes and facilities

OR

> To launch the Centennial Campaign which will provide $25 million to ensure the continued growth and development of a modern University serving the increasing needs of the community, the province and the nation through excellence in scholarship, research and education.

The Libraries

Although it is considered a medium-size university, McMaster has a library system of a quality and range usually found only at larger institutions.

The system consists of four libraries: the Mills Memorial Library, the Health Sciences Library, the H.G. Thode Library, which serves the Science and Engineering Faculties, and the Innis Room, which serves the Business Faculty. The total collection of the McMaster library system contains more than 1.2 million volumes, 900,000 microfilm items, 110,000 maps and aerial photos, and 24,000 audio/visual items. McMaster also subscribes to more than 13,000 journals and periodicals.

The University's Mills Memorial Library also houses the Bertrand Russell Archives, a world renowned collection of the great philosopher's manuscripts, books and memorabilia. Mills has also been designated by the American Association for Eighteenth Century Studies as a centre of excellence for 18th century studies, along with the Folger Library (Washington, D.C.), the Newberry Library (Chicago), The Clark Library (University of California), and the Yale University Library.

McMaster is a member of the Association of Research Libraries, a small, elite group in North America whose members must meet the highest standards of collection quality and size.

Research

Though the average person may be unaware of it, society depends in a very real way upon the research that is conducted day in and day out at universities throughout the nation. McMaster faculty members function as part of a world-wide network of scholars, scientists and technologists and the results of their research feed into a global knowledge bank. Such disciplines as engineering, medicine and computer technology -- which are vital to the operation of any modern society -- depend on basic knowledge of the arts and sciences. These subjects, in turn, rely on constant, accurate research.

Without science there are no competent medical doctors. Without mathematics there are no computer scientists. Without the study of commerce and the encouragement of entrepreneurship there would be less creativity in the market place. Without physics there would be no microelectronics revolution. Without precise, coherent study of language and literature there can be no successful verbal communication. Without knowledge of chemistry there is no successful treatment of waste water or sewage. Without philosophy there can be no coherent, effective system of laws.

THE NEEDS

McMaster University has four areas of critical need: building space; faculty positions; research institutes and programmes; and scholarship support for undergraduate and graduate students. In addition, a range of ongoing established activities need support.

Highest space priority is given to the needs of the Mills Library, the Faculty of Business, and the Faculty of Engineering. Renovation priority centres on Convocation Hall.

I.	New Buildings	$	15,000,000
	Renovations, Convocation Hall		415,000
II.	Professorial Chairs		3,000,000
III.	Major Research Groups		2,000,000
IV.	Undergraduate and Graduate Scholarships		1,000,000
V.	Ongoing Established Activities		3,585,000
	TOTAL	$	25,000,000

I. CAPITAL NEEDS

The Board of Governors has endorsed in principle a building programme with an estimated cost of $32,000,000 (1986 dollars). This represents a reduced programme from that proposed after an extensive study and advice from an external consulting firm. It is anticipated that a portion of the costs of the first three projects will be funded by the Government of Ontario.

The Library — The Need $14,415,000

The McMaster University library system is one of the finest in Canada. It was the second library in the nation to be named to the prestigious North American Association of Research Libraries. Despite financial constraints, the Library's collections continue to grow each year. The facilities to hold the collections are totally inadequate. Thousands of books and journals are now relegated into compact storage which makes access difficult. Valuable study space for students is being reduced annually and converted to book storage. In addition, study space at other locations throughout the campus is being reduced.

The University plans to construct a new wing to its main Library facility as well as to renovate existing facilities at a total cost of $14,415,000. Library space needs break down as follows:

Collections	49,790	* NASF
Technical Services	9,000	
Study Space	4,430	
Map Library	4,000	
Service Area	3,560	
Urban Documentations	1,030	
Total:	71,810	NASF

The projected cost of adding this new space is $11,202,360. In addition, the University will need $3,013,000 to renovate existing library facilities and $200,000 to landscape surrounding properties and complete road work.

* (NASF - Net Assignable Square Feet)

The Faculty of Business — The Need $6,300,000

The growth of the Faculty of Business since its inception in 1968 has been remarkable. Its credibility and success both within the University family and the community at large are a reflection of the high calibre of its faculty, students and alumni. When the Faculty moved in 1971 to its present quarters in Kenneth Taylor Hall, the number of faculty was 23, the undergraduate student body numbered 459 and the MBA class totalled 334. Today the full-time faculty numbers have more than doubled with an additional fifteen part-time instructors and there are now over 1,200 undergraduate students and 502 M.B.A candidates. In addition, the Faculty of Business services the Engineering and Management programme with 180 students enrolled, offers six courses in Labour Studies, eight courses to students in other Faculties, and has eleven Ph.D. students in an expanding programme.

(Case Statement)

The Campaign for The Newberry Library: Phase II

New Directions: Toward Wider, More Effective Use

From its founding in 1887, almost until the mid-1960s, the Newberry Library worked comfortably within its modest endowment in pursuing its primary tasks: to build its outstanding research collections in the humanities, to preserve these collections for the future, and to provide for their effective use.

Its original tasks the Newberry has carried out, and continues to carry out, with considerable success. Long known as "an uncommon collection of uncommon collections," the Newberry today is among the finest humanities resources in the world, with its collections housed in a new, state-of-the-art conservation bookstack building.

In more recent years, though, we at the Newberry have begun to re-emphasize the third part of our mission: to provide for the effective use of the Library's collections. For it is the active use of its holdings that makes the Newberry not just a repository of esoterica but a working, thriving resource.

This activity, however, has placed increasing demands on the Newberry's endowment. Resources that served us well a century or even twenty years ago are far from adequate for the institution we are today. Increasing our endowment to provide for the Newberry's effective use is therefore our focus now, as we embark on the second stage of the Campaign for The Newberry Library.

Phase I, from 1979 to 1984, was a $12.5 million campaign to construct a modern bookstack building and renovate the original Newberry building. In Phase II we plan to raise, from 1987 to 1990, some $15 million in unrestricted funds. Of this amount, $12.5 will be new capital for endowment, and $2.5 million will serve as annual operating dollars over the three-year period. Together, these funds will provide the Newberry with the financial base to carry out our mission in its totality: to serve the people of Chicago and a growing world community of scholars, as well as to carry on our day-to-day activities.

An Independent Research Library

The Newberry is a privately-endowed, public research library for history and the humanities. Only fifteen major independent research libraries exist in the United States; of them, the Newberry is second only to the New York Public Library's Research Division in size and depth of holdings.

Why should an independent research library exist? Couldn't the Newberry affiliate with a major university and dramatically reduce its overhead? Couldn't it disperse its collections among any number of well-endowed public and private institutions?

Certainly it could--but at what price? An independent research library fills a role that neither a university nor a public library can fill. It serves the public at large as well as the scholarly community, the unaffiliated scholar as well as the established academic.

Like a library owned by the public, the Newberry is accessible, without charge, to virtually anyone who needs to use it. But because we specialize in history and the humanities, we can undertake more serious collecting and offer greater depth in these areas than a public library could hope to do. And because we are a privately-endowed institution, we are free from the politics and bureaucracy of a public library system.

Like a university library, we focus primarily on serious researchers and scholars. Indeed, we are as much an academic institution as we are a library; but because we neither grant degrees nor operate traditional academic departments, we can be more flexible and creative in our pursuits. At the same time, we serve as a collective resource for universities and colleges all over the world--a heavily-used back-up collection for those within our geographic area, and a place where specialists from anywhere can meet with others in their field. And we can offer this free of charge--many of the great research libraries at universities are limiting access or charging a fee for admission.

To Serve the Public at Large

Over ten thousand researchers use the Newberry Library each year. They come from across the continent and from every corner of the globe; more than half of them are non-academics. Another ten thousand from around the world call or write to us for information. And thousands more--approximately 40,000 in 1987--participate in our public programs.

The Newberry's public role is an increasingly active one. In 1984, when renovation at last made space available, we officially established our "program of public programs." The move marked the acceptance of a new goal for the Newberry: to make the Library more visible and more accessible to Chicagoans through programs of public outreach. These activities include:

* The Lyceum Seminars, a core program of continuing education classes serving more than 500 adults a year. Fifteen or more seminars are offered each semester, in subjects ranging from calligraphy to Shakespeare, from bookbinding to Virginia Woolf.

* Exhibits. The renovation has given us two spacious and well-equipped exhibit galleries, directly accessible to the public. Eight exhibits have already been held in these galleries, highlighting parts of our collections and the research done here, and attracting an enthusiastic public response.

* Early Music from The Newberry Library. This unique program presents concerts of chamber music selected by our musician-in-residence from the Library's collection of early scores. It has been a spectacular success for the Newberry, calling attention to our fine music collection, bringing new patrons to the Library, and enhancing our reputation as a center for the study of music history and theory.

In addition, the Newberry sponsors a growing number of lectures and seminars in history and the humanities, book fairs, public tours of the

Library, an annual history fair for high school students, and the well-known "Bughouse Square" debates, a celebration of free speech held periodically in the infamous park across the street.

But we serve the general public in more traditional ways as well. For example, the most popular area of the Newberry is our genealogy collection, a public resource second only to that of the Mormon Church, where more than 5,000 users each year come to research their own family histories. Here and throughout the Library our staff is actively involved with the public--helping them explore their own interests as well as collections, educating and supporting them in their pursuits, and putting our collections to the widest and most effective use.

Wide-ranging as these activities may be, all depend for their administration and overhead on the Newberry's general endowment.

To Serve the World Community of Scholars

Our chief constituency, of course, is the humanities scholar. The Newberry's strength in fields ranging from Renaissance studies to the history of printing and binding is unsurpassed anywhere in the world. Our collections in these areas and others attract scholars who simply could not do their work anywhere else.

The Newberry takes an active role in putting these resources to scholarly use. We operate the most extensive research and education program of any of the nation's independent libraries, with a budget that has grown from $20,000 to $1.4 million over the past two decades. As a result, we have become known throughout the world as a center for non-traditional education--a place where anyone interested in "careful researches," regardless of academic affiliation, discipline, or degree, may find a home.

In 1972 we established the Office of Research and Education to administer the Newberry's academic activities. The office oversees activities in five overlapping areas:

* Collective research. Our internationally-renowned research centers in four of the Library's areas of greatest strength--American Indian Studies, Cartography, Family and Community History, and Renaissance Studies--sponsor major research programs, fellowships, conferences and lectures, summer institutes, and journals and other major publications.

* Individual scholarship. Ours is the largest library-based fellowship program in the country, bringing more than sixty scholars from around the world to the Newberry each year. Fellows include young as well as established scholars, Indian tribal historians, and other unaffiliated lay people.

* Education. The Newberry offers a wide range of educational programs for students and teachers. One, for example, brings faculty and undergraduates from leading Midwest colleges to the Newberry to study, while another brings together graduate students from many academic centers to do highly specialized research.

* Conferences and colloquia. Several continuing series of conferences, colloquia, and lectures bring together scholars and laymen in a wide range of fields.

* Publications. Many publications grow out of the research conducted here. Some we publish ourselves, and to others we provide grants or subsidies.

These scholarly and educational activities are funded by a variety of sources. The administration and continuing maintenance of the programs, however, comes entirely from the Newberry's general endowment.

To Serve the Library's Holdings and Their Users

The programs we have so far described are the Newberry's most visible, public face. Each of them, however--and, indeed, every one of the Newberry's activities--depends upon a network of people and activities "behind the scenes," for example:

* Reader Services. The heart of the Newberry is the services it provides to users. Over one hundred thousand books are delivered from the closed stacks to our readers each year, and more than fifteen thousand photocopy orders are filled. And that is only the beginning.

Curators, librarians, and their assistants make up nearly half the Newberry staff--a measure of our dedication to making the Library work for its users. They orient new readers, answer questions, and help put readers in touch with specialists on our staff. Curators--those librarians entrusted with the care of particular collections--are especially important. As experts in their areas of scholarship, they help scholars as well as general readers discover material not easily found in the catalogue and assist them substantially in their research.

* Reference. Our Reference and Bibliographical Center is the key not only to our own collections but also to the whole world of learning. Readers come here to use our national and international bibliographies and checklists, encyclopedias and indices, exhibit catalogues, and much more. Whether or not the Newberry has a particular book, periodical, or manuscript, we are likely to have reference aids that will identify and locate it.

* Acquisitions. As a working, up-to-date research institution, we must continually add to our collections. We seek not only rare books and manuscripts, but current writings as well--particularly journals, monographs, and serials. Though the number and cost of these resources have skyrocketed in recent years, we cannot afford to ignore them, for they represent the most important contributions of current scholarship in the humanities.

* Cataloguing. While most libraries take their cataloguing from the Library of Congress and other sources, much of ours must be original and unique because of the nature of our collections. Our cataloguing of sheet music, pamphlets, maps, local and family history, and other materials contributes an important service to other libraries and adds significantly to a national data base.

* Conservation. The preservation of library materials--of what has been called "the stored-up memory of mankind"--is a major concern at the

Newberry. It was the focus of Phase I of our campaign, which provided us with superb conservation facilities.

But the ongoing conservation program of the Newberry involves much more than an environment. Many items must be repaired, rebound, and carefully housed in acid-free material. Policies for handling them must be developed and taught to staff and users. Microfilming and photography, too, are critical, ongoing activities of our small but highly-skilled conservation staff.

* Computerization. Each of these activities, particularly cataloguing, reference, and acquisitions, will be made much more effective in the near future under our new program to computerize library services. With a Library automation system already in place, new entries to the card catalogue are made via computer, which in turn makes bibliographic searches both faster and more thorough. Within a short time, the public will have access to the computerized card catalogue via terminals in the reference room. In addition, we plan to link the Newberry data bases with those of other major research libraries, giving our users and theirs better access to information. The system will enable us, at the same time, to avoid duplication with other centers in the region and allow us to be more selective in our purchases.

* Administration. The Newberry's administration has played an increasingly important role in bringing our resources before a wider, more enthusiastic public. The office of President and Librarian, in particular, has evolved in recent years to a position of immense responsibility. The head of the Newberry today is much more than a librarian. He is chief executive officer of a corporation offering a great variety of programs and services to an ever-growing public--and he must represent the Newberry to all those publics, while providing vital internal leadership as well.

Our new president, Charles T. Cullen, is well suited to that role. A scholar as well as an administrator, he has vowed to continue to seek new ways in which scholars can use and enjoy the Newberry's holdings--from new computer technologies for scholarship to a greater variety of public programs.

In all of these basic areas of operation--acquisitions and conservation, cataloguing and reference, curatorships, computerization, administration, and more--endowed funds are critical. Support of staff, of day-to-day operations, and in some cases of specific programs comes largely from the Newberry's general endowment.

To Fulfill the Promise

The public and scholarly programs of the Newberry, and the behind-the-scenes activities that support them, are very people-intensive . . . and very costly. If we are to continue to serve our many constituencies, we must ensure the Newberry's continuing physical and financial health. The former was provided for in the original capital campaign and the subsequent building program. That program left us with a solid physical foundation and a superb environment in which to carry out our mission. It also left us with in debt to our own general endowment.

While the new bookstack building came in on budget and on schedule, the renovation phase of the program escalated total costs from $12.5 million to more than $20 million. The causes: professional underestimates, change orders, a sour economy which slowed pledges and collections, and, finally, the decision to remain open for service during the renovation. Between 1981 and 1985, to complete the renovations in advance of capital gift receipts, the Library borrowed from its own general endowment the cumulative sum of $4,121,806 and floated a $5 million bond issue. Approximately one million dollars was returned to endowment by new capital secured before January 1, 1986; however, the remaining three million dollars must be raised in new funds for the Library's general endowment. Without this relief, the Library faces shortfalls in earnings for the foreseeable future, a factor that will contribute to the deficit in the Library's annual operating budget. Moreover, until that borrowing is repaid, the Library is locked into an investment pattern heavily dependent on a high yield from fixed income investment to maintain revenue for operations. This slows the growth of the portfolio.

The Trustees of the Newberry and its administration continue to examine the Library's operations--all those activities you have read about in this statement--and they agree that the vitality and the value of the institution must not be compromised. A major goal of the present campaign, therefore, is to revitalize the general endowment. We intend to increase the endowment so that we can support fully the central activities of the Library. At the same time, we will continue to solicit annual operating funds as a key part of this stratigic development plan.

In short, the purpose of this Campaign is to relieve the budget of continuing deficits that threaten to weaken our current strong program. We seek new endowed funds to pay for programs that are now funded by earnings on unrestricted capital and deficits. The $3,000,000 still owed to the endowment and the funds spent to cover recent deficits must be returned in order to avoid continued erosion of our financial base. Steps to curtail further spending on capital projects have already resulted in lower projected deficits. These can be eliminated completely with the infusion of the projected new endowment funds and careful budgeting of existing revenues.

The most vital programs now being funded out of the deficit are library services that in the past may have been overlooked as funding opportunities in favor of education and public service programs. These two latter programs are more attractive to many donors; however, the continuing acquisition and cataloguing of current and antiquarian books and the administration of essential library services are fundamentally necessary if the Library is to continue its high level of service to the humanities.

The new President of the Newberry Library, Charles T. Cullen, is strongly committed to balancing the operating budget by FY 1992, and considers solving the Library's fiscal difficulties the first priority of his administration. While the deficit continues, he has determined not to add new programs that will compete with this campaign for budget-relieving dollars.

In the years since the Newberry last brought its case before the community, we have accomplished a great deal. New buildings, new resources,

new programs, and new people have called attention to this Library as one of the region's most vital institutions.

We embarked upon the building program with a promise: that we would strive to make the Newberry more accessible and more exciting to the communities of readers that we serve. Toward that end, we have done all that can be done with bricks and mortar.

Now, as the Newberry gets under way its second century of service to history and the humanities, it is time to enter a new stage in the fulfillment of our promise. This endowment campaign is, in fact, a campaign for the future of the Newberry--for the programs and activities, the resources and the people, that bring to life our uncommon collections.

February 25, 1988

Humanities Award Created for Newberry Centennial

Newsletter article

Paul Oskar Kristeller has been named the first recipient of the Newberry Library Award, established on the occasion of the Library's Centennial to recognize outstanding contribution to the humanities ". . . in the tradition of the Newberry Library," according to a statement by trustees. Professor Kristeller, who is the Frederick J.E. Woodbridge Professor of Philosophy Emeritus at Columbia University, is a world-renowned authority on Renaissance humanism.

The Newberry Library Award consists of both an honorarium and the gift of a sculpture by Chicago artist Virginio Ferrari, commissioned for the Centennial. A larger version of the sculpture was installed permanently in the Library's vestibule this fall.

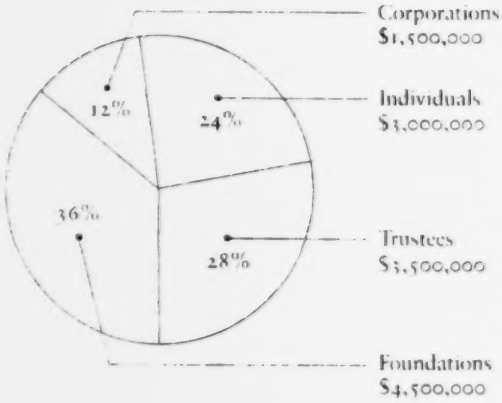
The Campaign for The Newberry Library: Phase II

On the eve of its second century, the Newberry Library has launched the Campaign for The Newberry Library: Phase II — a fund raising program to add $12.5 million to the institution's endowment. The first phase of the Campaign, which ran from 1980 to 1985, provided the funds for the construction of the new bookstack building and renovation of the original 1893 building.

The Library's endowment is the money invested in various securities and other instruments which generate income for operations. Since the Newberry does not have a guaranteed flow of cash from users, as a university does from tuition, for example, it is especially vulnerable to the cycles of the economy. It is essential that the endowment be increased substantially so that the Library can continue to fulfill its mission: acting as a repository for books and manuscripts and providing for their effective use.

The Newberry operated comfortably within its modest endowment until the 1960s, when the institution took a new direction and began to reemphasize the part of its mission to provide for the active use of the collection. Such use of its holdings makes the Newberry not just a repository of esoterica but a working, thriving resource. However, this activity has placed increasing demands on the Library's endowment. Resources that served the Library well twenty years ago are far from adequate for the institution that the Newberry has become today.

Already, donors have committed over $3.1 million to the Campaign for the Newberry: Phase II. A very special gift came from George A. Poole III, a Life Trustee, who made a deferred gift of $200,000 to increase the endowment for the George Poole Curatorship in Rare Books, and several other trustees have also made substantial commitments toward the Campaign's goals. In addition, the Georges Lurcy Charitable Trust of New York has pledged $75,000 toward a new endowed fund to purchase materials relating to French culture. (See article this issue.) Another notable gift has come from the Andrew W. Mellon Foundation, which awarded the Newberry a challenge grant of $500,000 for an endowed cataloguing fund. The Library is committed to raise an additional $1,000,000 in new funds to receive this grant in full.



The leadership of the Campaign is now in place. Charles C. Hattner III, Vice-Chairman of R. R. Donnelley & Sons, serves as General Chairman of the Campaign. Andrew McNally IV is the Vice-Chairman for the Campaign. William McKittrick is the Vice-Chairman for Corporations, Andrew McGhee, Vice-Chairman for Individuals, and Peter Van Cleave, Vice-Chairman for Foundations. Each area has been assigned a goal. For trustees, the goal is $3.5 million; for corporations, $1.5 million; for foundations, $4.5 million; and for individuals, $3 million.

The Campaign was launched officially at a black-tie Centennial dinner on Saturday, September 19.

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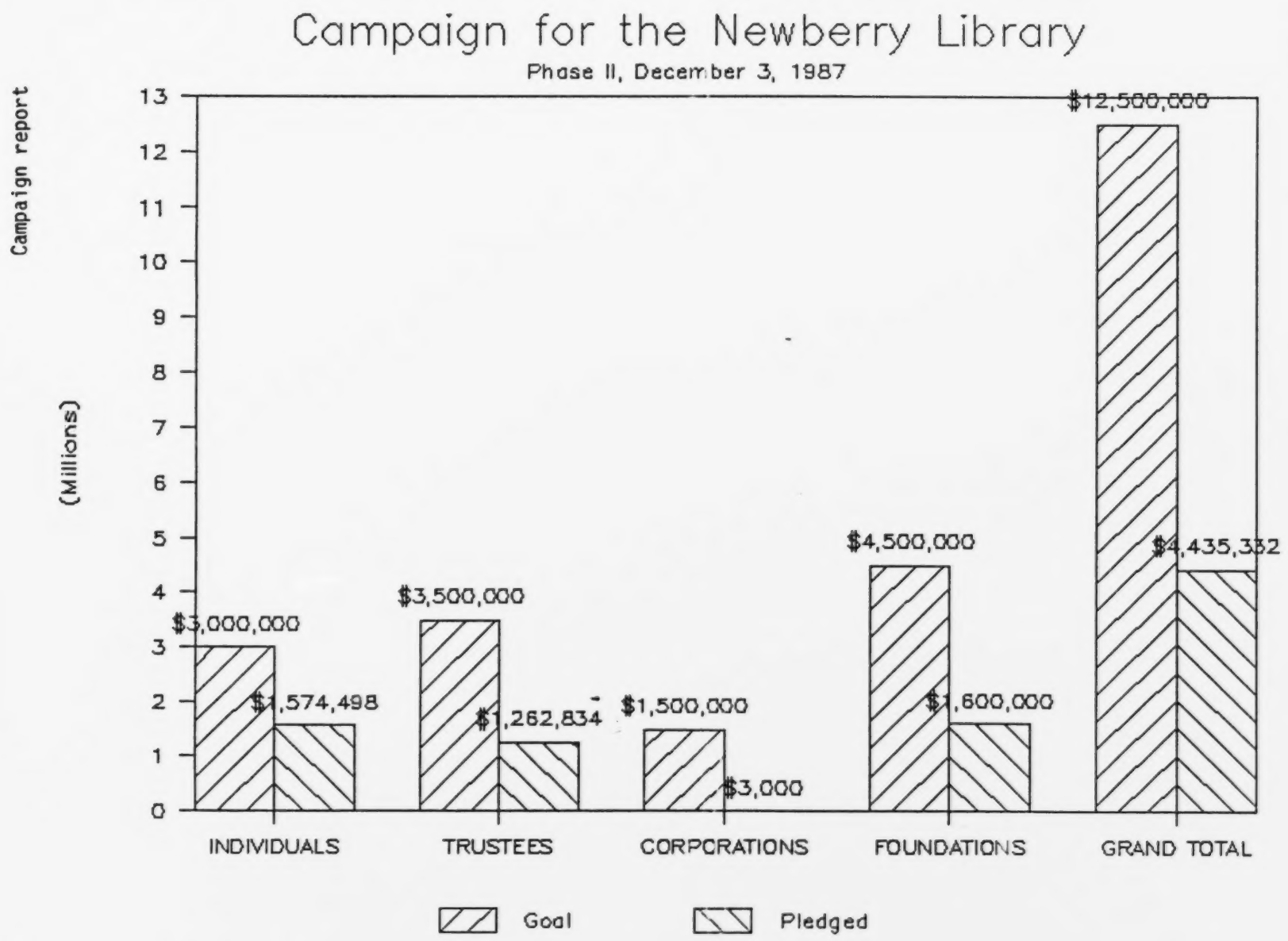
Campaign for the Newberry Library
Phase II, December 3, 1987
Campaign report
(Millions)
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INDIVIDUALS
TRUSTEES
CORPORATIONS
FOUNDATIONS
GRAND TOTAL
Goal
Pledged

A Plan of Action, 1986–1990

For an institution, as for an individual, the process of self-examination is properly an ongoing one. On occasion, however, a more thorough and in-depth assessment is required. For The New York Public Library, the last three years have been such a time. In 1983, the Library began the most comprehensive review in its history of its programs and activities.

For an institution as large and complex as The New York Public Library, this was an arduous undertaking. It was also very timely. The Library had begun to emerge from a decade of budgetary cutbacks. A new coalition of public-spirited individuals and organizations was rallying to its support. The institution was again asserting its central educational and cultural role in the life of the City and the nation. At the same time, the needs of the Library's many constituencies had expanded in recent years, and new technological systems, adopted in response to the "information explosion," were creating new opportunities and demands for public service. It was time to assess the adequacy of the Library's services and the impact of possible changes, and to make firm plans that would address the areas of greatest need and potential effectiveness.

What emerged from this two and one half-year study was a clear understanding of the Library's priorities for the next five years. The Campaign for the Library grew out of this understanding; it is a plan of action to meet the institution's most urgent needs. The Campaign for the Library aims to satisfy five general objectives:

I. To strengthen the collections of The Research Libraries, to begin to address their massive conservation needs, and to rebuild the circulating collections of The Branch Libraries;

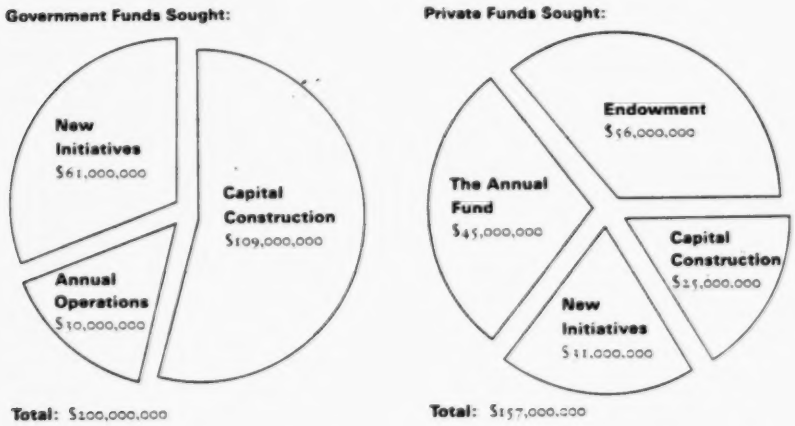
II. To make the Library's collections and services accessible to a broader public by restoring hours of service, reducing cataloging backlogs, utilizing new technologies, and expanding educational and informational programs;

III. To maintain the excellence of the Library's professional staff by providing them with the resources and facilities they need to carry out their work;

IV. To rebuild the physical infrastructure of the Library through a system-wide program of renovation and new construction;

V. To ensure the Library's continued independence and the quality of its services by strengthening its endowment and securing increased annual support from all sources.

To accomplish these objectives, we must raise a minimum of $307,000,000 in private and new government support by 1990. From private sources, the Campaign seeks to raise $157,000,000, with approximately equal shares for new endowment, new capital and program funds, and annual operating support during the five-year Campaign period. From public sources, we seek new capital and increased operating commitments of $150,000,000 to $200,000,000. About one-half of the government goal will be sought for capital purposes; the balance is for new and improved programs and support of continuing services in the five-year period of the Campaign.



The specific projects and programs that constitute the Library's Priorities for Funding are described in the pages that follow. To clarify the importance of these priorities for the fulfillment of the Library's mission, they are presented in the context of descriptions of the resources and services offered by each of the Library's principal units: the Central Research Library, the Performing Arts Research Center, the Schomburg Center for Research in Black Culture, and The Branch Libraries.

Of course, the Library's institutional needs are greater than the sum of the needs of these component parts. Overarching concerns include the need to provide a new measure of financial stability, both by creating significant new endowment and by increasing private support for annual operations.

Finally, the success of the Library's Campaign and its future financial security will depend, above all, on the steady and increasing

commitment of governmental support for this private institution as the bearer of a great public trust. The Library can continue to fulfill and further this trust only through the singular combination of public and private support that has characterized its history.

The Library's ability to undertake a Campaign of this magnitude derives in large part from the efforts of a number of individuals. Former Chairman of the Board Richard Salomon and Honorary Chairman Mrs. Vincent Astor, as well as many members of the Board of Trustees, laid the groundwork for the Library's recent resurgence and have been leaders in launching The Campaign for the Library. Mayor Edward I. Koch, Governor Mario M. Cuomo, and others in City and State government in recent years have reaffirmed New York's historic commitment to the Library by increasing basic support and inaugurating a major capital program.

In keeping with their long-term commitment to assist in the revitalization of the Library, Mrs. Astor and Mr. Salomon have agreed to serve as Honorary Co-Chairmen of the Campaign. Also providing leadership for this major effort are Vice-Chairmen John Gutfreund, John McGillicuddy, and Annette Reed (who also serves as Vice Chairman of the Major Gifts Committee); Co-Chairman of the Major Gifts Committee Susan Newhouse; Chairman of the Corporate Committee John R. Mascotte; Chairman of the Annual Fund Committee Barbara Fleischman; Chairman of The Campaign for The Branch Libraries Sue Mueller; and Chairman of the Committee for Government Support the Honorable Abraham A. Ribicoff.

We begin the Campaign with major new commitments from the City of New York and renewed support from New York State and the Federal government, including a $6,000,000 matching grant from the National Endowment for the Humanities. The Library's Board of Trustees has also shown extraordinary generosity in creating a $45,000,000 nucleus fund for the Campaign. Leadership commitments from other individuals, corporations, and foundations are most encouraging. These leadership funds have already enabled us to make many basic improvements.

Therefore, on behalf of the Library's millions of users, I would like to thank all of those who are giving so generously of their time and their resources to preserve and rebuild The New York Public Library, an institution whose complexity, depth, broad purpose, and democratic character make it unique among the great libraries of the world.

Andrew Heiskell
Chairman of the Board of Trustees and
Chairman of The Campaign for the Library

Oregon
(Summary of Development Activities)

Laura C. Simic
Coordinator, Library Development
August, 1987

SUMMARY OF DEVELOPMENT ACTIVITIES

August 1, 1986 - July 31, 1987

I. The University Library experienced significant increases in both private dollars given to the Library, and in the number of donors who contributed to the Library during the year August 1, 1986 to July 31, 1987. These increases are the result of several first-time development program activities.

On June 1, 1987 the Library sent a direct-mail solicitation to approximately 70,000 UO alumni. Beginning with the Winter 1987 issue of Library Notes, the newsletter mailing list was increased by about 800 names to include alumni of the School of Librarianship, Foundation trustees, and Alumni Association board members and chapter leaders in addition to Library donors, UO faculty and staff, and others with an interest in the Library. A gift envelope has also been included in Library Notes issues.

General awareness of the Library, its collection, services, and needs, has been promoted through Library Advancement Council receptions and displays in Portland and Klamath Falls. Full-page Library advertisements now run in each issue of Old Oregon, and membership solicitation and publicity for the Friends of the Library has been augmented. There have also been several ongoing efforts to maintain personal contact with Library donors, cultivate those with major giving potential, and to improve internal Library procedures with regard to the development program.

II. The development activity during the year August 1, 1986 - July 31, 1987 is, in this report, compared to the development activity for the same time period, 1 year previous. For purposes of comparison, gifts of $1,000 or more have been separated out into a category referred to as "major gifts". These gifts tend to be one-time-only, for a special purpose or occasion, and skew comparative figures. An individual listing of major gifts given during August 1, 1985 - July 31, 1986 and August 1, 1986 - July 31, 1987 is attached.

III. The category of gifts of $1 to $999 is referred to as "annual gifts". These gifts can be expected to be recurring and are more accurately reflective of routine development program activity.

Total annual gifts for the 1985/86 year:	$13,558.00
Total annual gifts for the 1986/87 year:	$28,279.06
Percentage increase:	109%

Annual gifts are further divided into 2 categories, "current" and "endowment". Current gifts are those readily available as cash. Endowment gifts are those given to established endowment funds, of which only the interest income may be spent.

Total annual current gifts 1985/86: $10,860.50
1986/87: $24,303.56
Percentage increase: 124%

Total annual endowment gifts 1985/86: $2,697.50
1986/87: $3,975.50
Percentage increase: 47%

Annual current gifts include gifts to:

	1985/86	1986/87
Library Fund	$ 5,179.50	$16,585.56
Friends of the Library	4,881.00	6,040.00
William C. Jones Memorial Fund	50.00	50.00
Richard Sundeleaf Memorial Fund		1,628.00
Conservative/Libertarian Research Collection Endowment Income	750.00	
	$10,860.50	$24,303.56

Annual endowment gifts include gifts to:

	1985/86	1986/87
Graduation Class Gift Endowment	$2,597.50	$3,940.50
Library Professional Development Endowment	100.00	
Cressman Endowment		35.00
	$2,697.50	$3,975.50

IV. Donors of annual gifts to the Library have been divided into 2 categories, "alumni" and "other".

Total donors 1985/86: 358
1986/87: 820
Percentage increase: 129%

Alumni donors 1985/86: 198
1986/87: 571
Percentage increase: 188%

Other donors 1985/86: 160
1986/87: 249
Percentage increase: 56%

MAJOR GIFTS

August 1, 1985 - July 31, 1986

Current:

1/2/86	$ 5,000	Library Fund
1/6/86	2,000	Library Fund
1/6/86	1,000	Library Fund
1/23/86	10,000	Woodard Fund
2/5/86	5,000	Friends of the Library
4/9/86	1,200	Library Fund

Endowment:

10/18/85	$ 9,375	Bowerman Endowment
12/18/85	23,145	Conservative/Libertarian Research Col. Endowment
7/10/86	11,500	Bowerman Endowment

August 1, 1986 - July 31, 1987

Current:

12/9/86	$ 2,500	Library Fund
12/10/86	5,000	Library Fund
1/7/87	1,000	Library Fund
6/18/87	4,250	Library Fund

Endowment:

1/2/87	$ 8,447.91	Bowerman Endowment
7/21/87	9,750	Bowerman Endowment

THE CHALLENGE FOR EXCELLENCE

"A good library is an invitation to learning."
--Sterling C. Evans '21.

Dr. Frank Vandiver, President of Texas A&M University stresses the role of the university library in our technologically-oriented society, " The library has evolved into much more than a collection of books and documents. It has become an information center essential to all aspects of the university."

"I view our library as an extension of the classroom for students, former students and would-be students. It is rapidly becoming a laboratory for new ways of organizing, storing, and disseminating information."

A library is an index to the quality of education at any university. Excellence at a university begins with excellence at the library. If Texas A&M University is to become a world leader in research and scholarship, then that effort must begin with enhancement of the Library.

The Target 2000 Report on the Texas A&M University System recognized the importance of increasing library materials and expanding electronic access to information. The report acknowledged that private as well as state support would be required to provide outstanding library services to support high levels of scholarship and research.

The Sterling C. Evans Library has advanced from a traditional library whose single commodity was books to a contemporary library with a diversification of materials and services. It currently ranks 42nd among the 105 research libraries in the country, and it aims to improve that ranking.

The primary beneficiaries of the Evans Library are the faculty and students of the University, but it serves the State of Texas, particularly the industrial, business and professional sectors. Students who have strong library research skills are assured of successful careers as highly productive professionals and employees. Faculty supported by a library with quality research materials and state-of-the-art technology can provide the expertise to launch major breakthroughs in the frontiers of research. Such achievements not only lend prestige to the state, but broaden and strengthen the base of its economy.

To fulfill its quest for excellence, the Sterling C. Evans Library requires private support. Funds will be used to add books and non-print library materials, to acquire equipment, to expand electronic access to information, and to train students and faculty in the use of the latest information technology.

Because the library is essential to all academic programs, gifts to the Library benefit all students, regardless of their academic interests or their abilities. Your investment assures that Texas A&M will become a world leader in research through exceptionally well-trained students and well-supported faculty. We invite you to join in this challenging venture.

THE FACTS

Current holdings of the Sterling C. Evans Library include 1.6 million volumes and 2.2 million microform units.

The Evans Library contains 11 acres of floor space and 60 miles of shelves.

Through the Online Computer Library Center (OCLC) national data base, library users have access to approximately 7 million bibliographic records in over 3,800 libraries.

The Evans Library ranks 42nd in size among the 105 libraries in the Association of Research Libraries.

Through Automated Information Retrieval Services (AIRS), Evans Library users can obtain citations to journal articles and books from 500 computerized data bases in a wide range of subjects.

In 1984-85 , over 1.5 million persons came through the turnstiles of the Evans Library.

The Evans Library has current subscriptions to over 14,000 periodical titles and has holdings for more than 35,000 serial titles.

The Library's map collection has more than 84,000 maps.

During peak times, the reference staff handles more than 100 inquiries per hour.

Unique pen and ink sketches by well-known artists of the American West can be found in the Library's Mavis and Mary Kelsey Collection of Americana.

The Evans Library holds one of the largest collections of science fiction books and magazines in the nation.

The most comprehensive collection in the world on the range cattle industry is the library's Jeff Dykes Range Livestock Collection.

The Loran Laughlin Collection of Rare, Antiquarian Books contains an example of the earliest known, accurately dated printing from the 7th century A. D.

The budget for the 1985-86 year for the Evans Library is $6.65 million.

INITIATIVES

The Sterling C. Evans Library is working to strengthen academic programs at Texas A&M by :

- Enhancement of its collections in nautical archaeology to support research efforts of the University's internationally renowned Institute of Nautical Archaeology.

- Acquisition of retrospective collections in general geography,paleontology, railroad history and botany from the John Crerar Library, one of the nation's most prestigious science libraries.

- Expansion of the Learning Resources Department (LRD). With state-of-the-art microcomputers and audiovisuals, it not only provides learning and leisure tools for students, but serves as a model to other universities in planning their own computer and media resource centers.

- Acquisition of the William Faulkner Facsimiles, exact reproductions of the manuscripts of the novels of William Faulkner which will enable students and faculty engaged in Faulkner scholarship to work with manuscripts located in libraries throughout the country.

- Operation of BRS After Dark, a popular do-it-yourself computerized system which provides users with quick access to literally millions of citations to articles, journals, books, and reports in a range of subject areas from science and technology to the humanities.

- Expansion of services to include new formats such as laser disk technology, which will be used for storage and retrieval of information.

FINANCIAL GOALS

The ultimate goal of the Sterling C. Evans Library is to achieve excellence by becoming one of the top research libraries in the country. State funding alone is not sufficient to reach that goal. The Library requires private funds to attain that vital margin of excellence.

A Library Development Council has been formed to advise and assist the Library in seeking private support. The Council has set goals for strengthening the Library in critical areas. To encourage gifts to the Library, the Council has created the Sterling C. Evans Library Mutual Endowment Fund through which donors become investors in the Library and acquire symbolic shares.

Income from the Mutual Endowment Fund will be used in the following priority areas:

(1) Development of Library Materials

(2) Increased Access to Information

(3) Improvement of Services

To accomplish these objectives, the Library is seeking $6,245,000 through private gifts to the Mutual Endowment Fund over the next three to five years.

USES OF THE MUTUAL ENDOWMENT FUND

1. Development of Library Materials. The greatest need is to develop retrospective collections of books and periodicals as well as collections in new formats. Specific needs include:

	Endowments	Available Money
A. Special Collections--e.g. Texana, Military History, Herbal, and Science Fiction	$5,000,000	
B. Comprehensive Collections--e.g. agriculture, engineering, business and geosciences		$425,000
C. Nonbook Materials--e.g. microfilm, instructional videos, slides, and computer software		$250,000

2. Access to Information. The Library owns over 1 million items such as microforms, technical reports, and government publications which are not listed in the card catalog. In addition the Library would like to expand electronic access to materials outside the library through electronic journals, and additional databases and online indexes.

Access to Library and Non-Library Resources	$200,000

3. Improvement of Services New technologies must be integrated into the Library's service mode. Library staff and users must be be taught to use these new services and technologies.

A. Staff Development--workshops to update skills	$ 27,000
B. Instruction in Library Use--self-instruction aids for users such as slide or tape programs	$ 43,000
C. Equipment--e.g. microform readers, microcomputers, laser disk players	$300,000

COMBINED TOTAL: $6,245,000.00

LIBRARY RANKING

Over the last five years the Sterling C. Evans Library has made steady progress toward improving its ranking among the 105 members of the Association of Research Libraries (ARL). In 1982-83, the Library ranked 55th. In 1983-84, the most current ranking period, it ranks 42nd. It currently ranks ahead of Louisiana State University (44th), MIT (49th), Houston (50th), and Oklahoma (83rd).

ARL rankings are based on size and quantitatively assess areas such as collections, services, staff, and expenditures. In no way is this ranking an indication of the quality of the library.

There is a direct correlation between the ranking of a library and its total operating expenditures. The libraries which spend the most have the highest rankings.

RANK	INSTITUTION	TOTAL OPERATING EXPENDITURES
1	Harvard	$24,658,246
6	Texas	17,012,306
19	Pennsylvania State	11,232,812
42	Texas A&M	8,260,270

As is evident from the above rankings, Texas A&M would have to more than double its Library expenditures to rank even with the University of Texas. To rank with Harvard, it would have to nearly triple Library expenditures.

TARGETED GIFTS

Iowa State
(Specific Target
Gift Information)

Senior Class Challenge Gifts

Students helping students has been a tradition at Iowa State University. Over the years each Senior Class has taken on the challenge of raising funds for a major gift toward projects on the campus. These fine gifts, which have been increasing steadily in amount, are directed to those needs that are seen as being universally helpful to future generations of Iowa State students. Senior students pledge donations to be made each year over a five-year period, beginning in the September following graduation.

The Library at Iowa State has been repeatedly honored by these remarkably thoughtful gifts. In 1978 a class gift helped initiate a collection of music and spoken word recordings and aided in the construction of a listening room in the Library's new Media Center. The 1979 class gift provided funds for group studies in the new Library Addition. The Class of 1985 set as its challenge the raising of $180,000 to in part establish a class book endowment, now well underway.

The 1986 Senior Class Challenge: $200,000 For An Automated Library Catalog

On February 14, 1986, members of the Iowa State Class of '86 made their choice for the Senior Class gift: helping initiate the Library's new online computerized catalog. The selection process had been narrowed to five alternatives, and when all the votes were tallied, one choice remained: an **automated catalog system for Iowa State.** This system, now in the final stages of planning, will, when installed, provide computerized access to the Library's collections and services. Terminals throughout the Parks Library and branch locations will provide instantaneous entry to a machine-readable version of the present card catalog, and will eventually through connection with the university's Information Systems Network be accessible from residence halls and offices across the campus. Dial-up ports will also permit access from any terminal equipped with appropriate modems.

Calling the projected new system "an investment in the future," the Senior Class Council and a host of senior volunteers launched their successful "Call-a-thon" in the early weeks of April. This year over 6,000 seniors have been telephoned and "challenged" for their contribution.

Library Dean Warren Kuhn, 1986 Senior Class President Kent Lucken with Senior Challenge co-chairs Sue Ludwig and Tom Brincks display a poster for the $200,000 Class Library gift.

In their opening announcement in the *Iowa State Daily,* the Senior Class of 1986 beautifully described the intent of its gift: **"Each year senior class members have joined together to provide this fine institution with a gift marking their presence at ISU. These gifts come from the students, with feelings of gratitude, thankfulness, and a pride within."**

The Library is deeply grateful to the students of Iowa State University for such magnificent support. This year, the most special sort of thanks, too, must go to Kent Lucken, President, and Steve Cox, Vice President of the Class of 1986, and to Senior Class Challenge Co-Chairs, Tom Brincks and Sue Ludwig. Such class gifts have been of great importance in the continual improvement of the Library and allow it to enhance and bring about the facilities and services necessary to better meet the needs of the student body.

The Library at Iowa State in future issues will describe the many fine gifts made on behalf of the Library by ISU students, faculty, alumni, and friends.

The Library at Iowa State will be published periodically during the academic year by the Office of the Dean of Library Services, Room 302, The Parks Library, Iowa State University, Ames, Iowa 50011.

IOWA STATE UNIVERSITY LIBRARY

Iowa State

(Commemorative bookplates)

The
J. W. Fisher
Collection
in literature
and the arts

Gift of the Representatives of
Fisher Controls Company

The
Warren B.
Kuhn
Collection

Initiated by the
Class of 1934

Iowa State
University
Library

UNIVERSITY OF KENTUCKY
LEXINGTON, KENTUCKY 40506-0039

OFFICE OF THE DIRECTOR
127 KING LIBRARY NORTH

TELE (606) 257-3801
TWX 510-476-8816

September, 1987

Dear Library Friend:

Your generous response to the appeal for the University of Kentucky Library Endowment Fund last September helped to make it one of the most successful in UK's history. Alumni gave more than $90,000 to establish a fund to help purchase needed books and research materials.

As you will recall, the appeal was a part of the celebration of the addition of the two-millionth volume to the library's holdings. It was an appropriate time to acknowledge that despite our record of growth, the UK Library was not keeping pace with peer libraries to which it must compare.

Your support and that of some 2,000 other alumni provided funds to begin closing the gap between the funding available to the library and what is needed. Already several hundred books have been purchased from the earnings of the endowment you helped to start.

I hope you will consider renewing your support of the Library Endowment Fund. Your contribution is a lasting gift that will help the library now and for years to come. Today's students and faculty, and those of the future, will recognize your generosity and foresight as they use the books and materials you made possible.

The library is grateful to you for your support and do hope you will continue to help us build and improve the library, which is so important to the university and to all Kentuckians.

Sincerely,

Paul A. Willis
Director of Libraries

P.S. For each $25 contributed, we will again permanently affix to new library acquisitions bookplates bearing your name or the name of someone you designate.

AN EQUAL OPPORTUNITY UNIVERSITY

UNIVERSITY OF KENTUCKY LIBRARIES

SPECIAL FUND ACCOUNTS

In addition to the new Library Endowment Fund the following restricted accounts exist:

1. R.C.B. THURSTON BROWSING ROOM FUND.....To purchase current titles in English language of general interest.
2. SAMUEL E. WILSON STUDENT FUND.....To purchase Americana books.
3. ALGERNON DICKSON THOMPSON FUND.....To purchase books, manuscripts or printed books produced prior to Jan. 1, 1501.
4. RALPH N. MAXON MEMORIAL FUND.....To purchase chemistry books.
5. ELIZABETH TURNER CLARK FUND.....To purchase books or manuscripts for Special Collections when funds are otherwise unavailable.
6. GEORGE W. PIRTLE GEOLOGY FUND.....To purchase books and journals in the field of Geology.
7. EMMA LOU LECKY MEMORIAL FUND.....To purchase books on the history of printing, typographic arts and private press books.
8. LOU EMMA WILSON MEXICANA FUND.....To purchase rare books about Mexico with Mexican imprint.
9. STANLEY F. REED LAW FUND.....To purchase Supreme Court materials.
10. JOHN A. O'DONNELL MEMORIAL FUND.....To purchase books on research in drug abuse.
11. PATTERSON LIBRARY FUND.....To purchase books in English history.
12. HILL SHINE MEMORIAL FUND.....To purchase Thomas Carlyle books.
13. GEORGE BRADY MEMORIAL FUND.....To purchase Japanese literature.
14. W. HUGH PEAL COLLECTION FUND.....To purchase items for the Peal Collection.

I WISH TO DONATE TO:

THE LIBRARY ENDOWMENT FUND $_____

ONE OF THE ABOVE FUNDS $_____ Fund: _____

Other _____

NAME _____

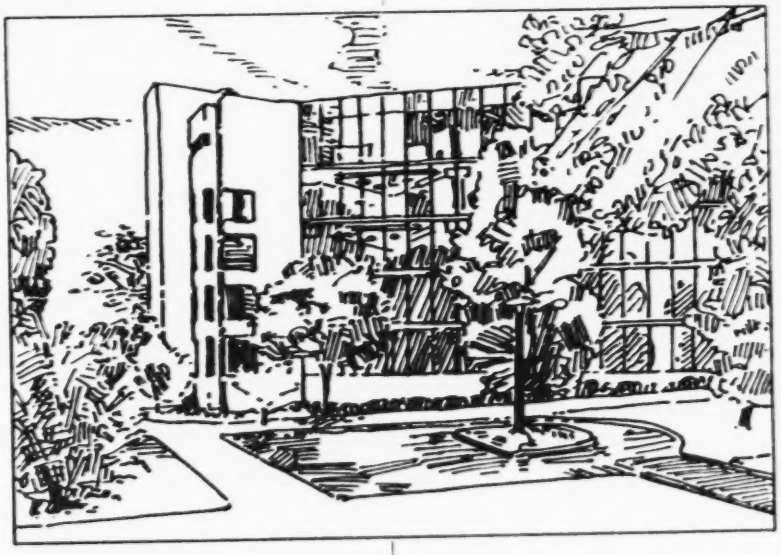
Address _____

PLEASE PUT THE FOLLOWING NAME(S) ON A BOOKPLATE _____

Please contact me: About establishing a new fund ____ Telephone _____

About other Library needs ____

Make checks payable to the University of Kentucky.



SUGGESTED GIFT
and Suggested Gift Range

LANDSCAPING
$25,000

. . . or name a chair,

The highest honor that can be bestowed on a faculty member, the endowed chair provides an eminent scholar with a salary, as well as additional sums to fund graduate assistant salaries, secretarial help, course development, and traveling expenses. An endowed chair is the key to attracting and retaining the acknowledged leaders in library science.

UNIVERSITY NAMED CHAIR
Minimum Endowment:
$1 Million

. . . or buy a librarian!

An endowed librarianship allows the University to attract and keep top-flight faculty. As with named chairs, this kind of support can influence the caliber of faculty the libraries are able to recruit, as well as the quality of teaching and instruction the libraries can provide.

UNIVERSITY NAMED LIBRARIANSHIP
Minimum Endowment:
$250,000

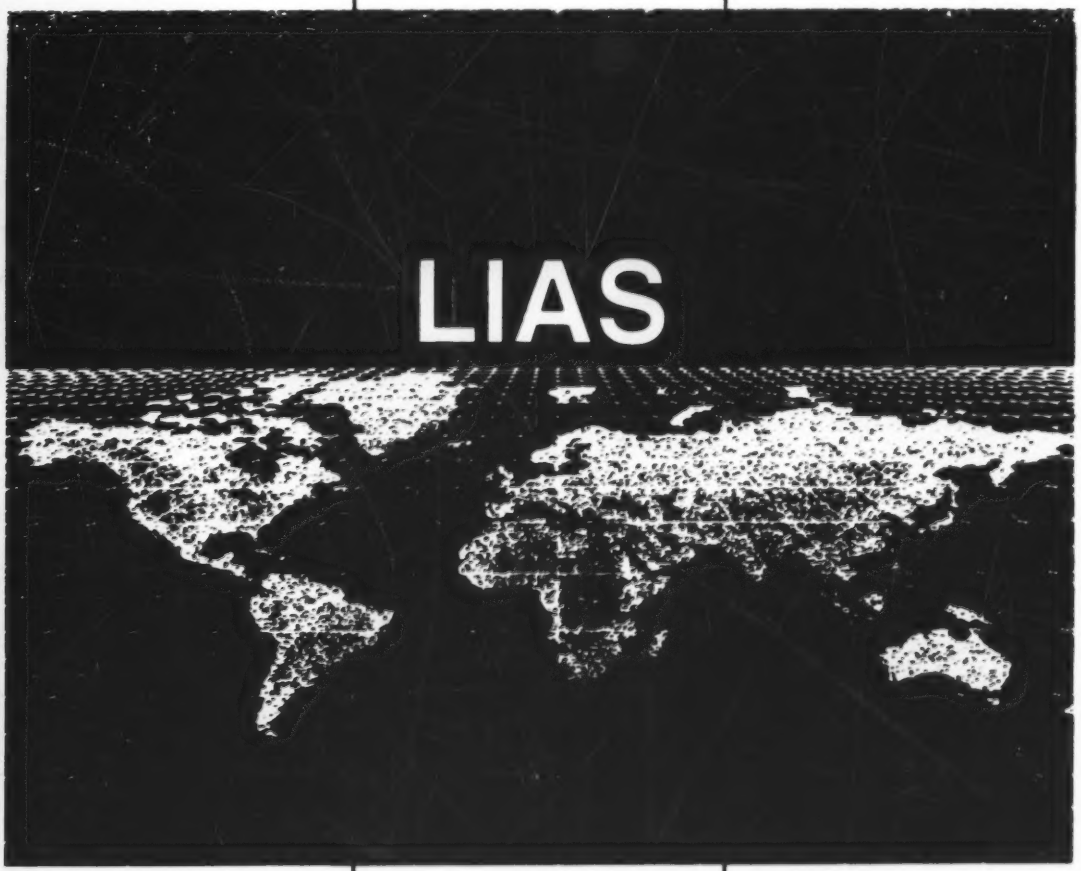
For Those Who Really Care

LIAS (Līās), the *Library Information Access System*, is an innovative computerized catalog that was pioneered by Penn State. It replaces the traditional card catalogs that served the University Libraries for more than one hundred years. Through LIAS, you can now gain access to Penn State's library holdings from anywhere in the world by using your home or office personal computer.

LIAS has revolutionized the University Libraries and all their operations and services. It is important to keep the system up and running as much as possible. Installation of a back-up power system would prevent LIAS from going down during thunderstorms and power failures. Such a system would keep LIAS running about 99 percent of the time.

SUGGESTED GIFTS
and Suggested Gift Range

BACK-UP POWER SYSTEM
$108,300

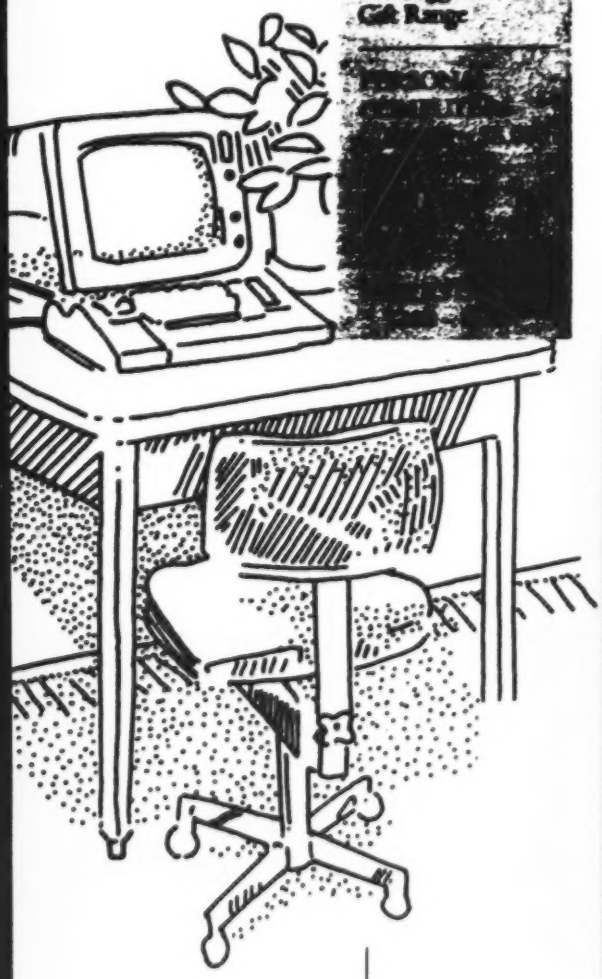


And for Those Who Really Care

The University Libraries have a serious, continuing need for personal computers and software for use by library faculty and staff. There is also a need for microcomputers for use by University students and faculty who use the libraries' facilities.

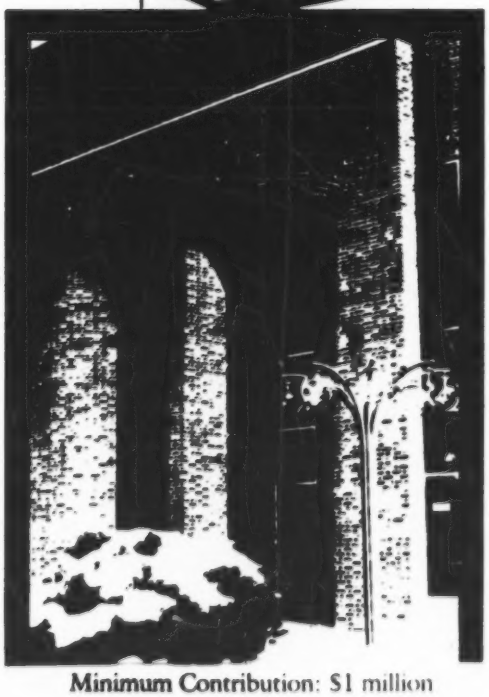
Some of this equipment would be available to users who want to bring in their own software or for those who want to borrow software that would be on reserve in the library. There is also a need for workstations upon which to place the computers.

SUGGESTED GIFTS and Suggested Gift Range



The University Libraries hope to have the front of Partee Library landscaped with new plantings, decorative paving stones and attractive seating. The libraries, however, are unable to fund such improvements that would add to the beauty of the building's surroundings. For only $25,000, this garden would be named for you or someone you want to honor!

And if you really, really care and want to be remembered . . . name a building for yourself or or a loved one,



Minimum Contribution: $1 million

ARTS

The Arts and Architecture Library collections provide both information about and images of art works — paintings, sculpture, drawings and prints, as well as architecture — to students, faculty, and others who are studying, creating, and collecting art. Although expensive, catalogs of artists' works and of museum collections are essential to research. Through the reproductions in these and other books and magazines, art works from all periods and countries can be investigated and enjoyed.

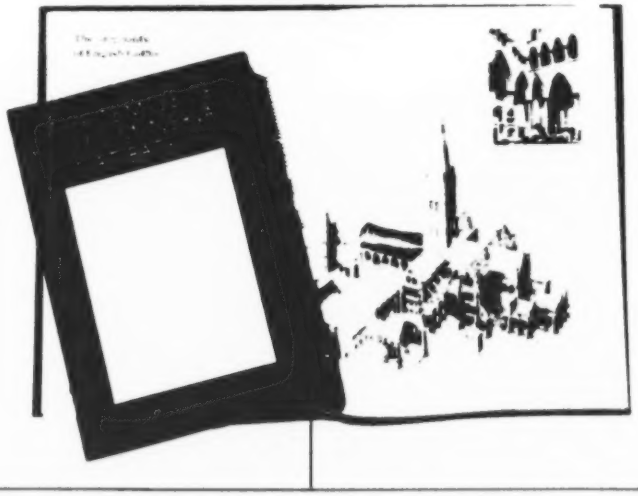
SUGGESTED GIFTS
and Suggested Gift Range

BOOKS
$50 – $1,000

EXHIBITION CATALOGS
$20 – $75

PRINTS
$100 – $1,500

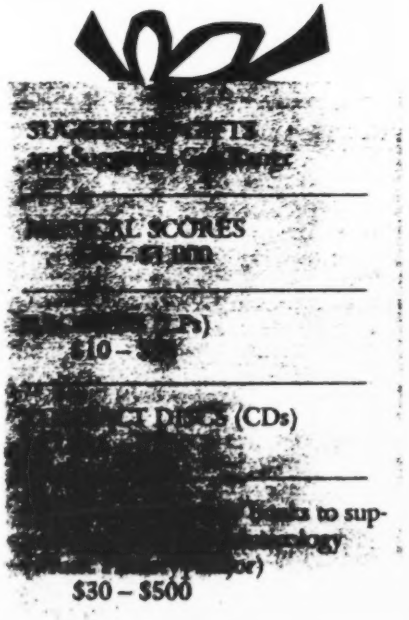
MORONI



MUSIC

(a subdivision of Arts)

The Music Collection, located in the Arts Library of Pattee Library, is comprised of three interrelated information formats: scores (printed music), recordings and compact discs (recorded music), and books (writings about music). With the continuing growth of Penn State's School of Music, the need for materials in all three categories is increasing rapidly. In particular, there is a critical need for musical scores for both student and faculty performers.



SUGGESTED GIFTS
and Suggested Gift Range

MUSICAL SCORES
$10 –

COMPACT DISCS (CDs)

Books to support
musicology
$30 – $500

Texas

(Solicitation form/envelope for academic department)

Department of Chemistry
The University of Texas at Austin

Date _____

Name _____

Address _____

City _____ State _____ Zip _____

The Department of Chemistry requests your help in its effort to strive for recognition as an institution of first rank.

____ Faculty Program
- ____ Faculty Fellowships
- ____ Professorships
- ____ Chairs
- ____ Visiting Professorship
- ____ Lectureships
- ____ Teaching Awards

____ Student Program
- ____ Graduate Student Stipend Supplement
- ____ Undergraduate Scholarships

____ General Development Program
- ____ Chairman's Discretionary Fund
- ____ Teaching Laboratory Fund
- ____ Research Instruments Fund
- ____ Skinner Library Fund

Contributions are tax deductible. Please make your check payable to the University of Texas at Austin.

82

University of Texas at Austin
(overhead transparencies for
presentations)

Aubrey E. Skinner

Chemistry Library Endowment

Endowments in UT/Austin Libraries

Walter Geology Library	$500,000 $100,000
McKinney Engineering Library	$210,000
Wasserman Public Affairs Library	$500,000
Mallet Chemistry Library (target)	$100,000

generating $8,000/year

Mallet Chemistry Library:
Budget

- Total budget $246,300
- Materials $180,300

Books	$20,500
Serials/journals	$158,300
New subscriptions	$1,500

Average Chemistry book = $57
Average Chemistry/Physics journal = $264

- Salaries $66,000

Mallet Chemistry Library:
Collections

- 46,700 volumes
- Adding 1,300 volumes/year
- 1,015 current subscriptions

Mallet Chemistry Library:
Services

- Clientele

  Chemistry -- 750
  Chemical Engineering -- 700
  + users from other departments

- Turnstile count -- 216,901
- Books checked out -- 88,834
- Questions answered -- 6,832
- Database searches -- 124
- Students instructed -- 200

Possible uses of endowment funds

- Online database searching

  Subsidies
  $10,000/year

- Terminals and other equipment

  Computer workstations
  $4,500 each

- Library materials

  Databases on CD-ROM
  $2,300 startup
  $3,400/year

  Sadtler Spectra on floppy disk
  $3,100 - $30,000/year

- Staff and special projects

  Preservation of materials

Benefits of a Chemistry Library endowment

- Support research and teaching
  - -- undergraduate
  - -- graduate
- Offer superior information resources to the Texas chemical industry
- Attain recognition as a major national reference center

Traditional Library

- Printed data sources
- Access through printed indexes/abstracts

Information Center

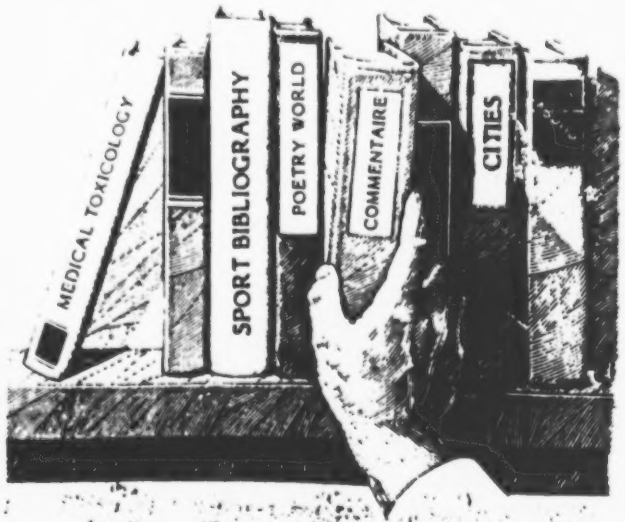
- Printed and computerized data sources
- Access through computer systems

How you can help

- Steering Committee
- Contacts for fundraising

University of Toronto Library

Toronto SUPPORT THE LIBRARY



DONATE

A

PERIODICAL

SUBSCRIPTION

SUPPORT THE LIBRARY

DONATE A PERIODICAL SUBSCRIPTION

Over the past few months, the University Library has had to cancel more than seven hundred unique periodical subscriptions. Many concerned friends have asked how they might help the Library either to reinstate these subscriptions or to acquire much needed new periodicals.

The donation of the cost of a periodical subscription is the most direct way to help, and would be welcomed enthusiastically by the Library and the University community. These donations (which are tax-deductible) will help us to maintain the research capacity of our collections.

If you are interested in making annual contributions to the Library for a periodical subscription, please contact Alan Horne, Development and Public Affairs Co-ordinator (Robarts Library: 978-7644/2292). You may have a particular periodical title in mind, or may wish to support serial holdings in your area of interest. The appropriate Book Selector will ensure that what you are proposing would be useful to the Library, or will suggest a relevant title for your approval. When a title has been agreed upon, the subscription will be initiated and each year, when the Library receives the invoice, you will be sent a notice of the cost and be requested to make a donation equal to that amount. The University's Department of Private Funding will issue a tax receipt for your donation.

We are trying hard to maintain and develop the research potential of the University Library's collections and we invite you to join us in these efforts. Please telephone Alan Horne or complete and mail the form opposite.

DONATION OF A PERIODICAL SUBSCRIPTION

To: Alan Horne, Development and Public Affairs Co-ordinator, Robarts Library.

I am interested in donating to the University Library the cost of a periodical subscription. The title/s I wish to support is/are:

- - - -

CAMPAIGNS – ENDOWMENTS

Illinois

FRIENDS OF THE UNIVERSITY OF ILLINOIS LIBRARY AT URBANA-CHAMPAIGN

FRIENDS OF ILLINOIS

National Broadcasting Co.

INSIDE

ARTE JOHNSON

plus these friends of the University of Illinois Library at Urbana-Champaign

Actress
Barbara Bain

University Librarian
David Bishop

Political News Director
Hal Bruno

Comedienne
Jeannine Burnier

Actor
Dick Butkus

Opera Soprano
Susan Dunn

Film Critic
Roger Ebert

Chancellor
Thomas Everhart

Industrialist
Harry Gray

U of I President
Stanley Ikenberry

Pro Basketball Star
Eddie Johnson

News-magazine Editor
Monroe Karmin

Correspondent
Harrison Salisbury

Entertainment Critic
Gene Shalit

Syndicated Columnist
Godfrey Sperling

Actor-Baritone
William Warfield

Nobel Laureate
Rosalyn Yalow

Arte Johnson is serious about acting, entertaining, collecting. The native Chicagoan earned a U of I bachelor of science degree in journalism in 1949; then broke into show business on a dare to audition. He became a working actor for radio, television, movies and the stage long before NBC-TV's five-year "Laugh-In" series brought him an Emmy Award and international recognition. Part of that fame sprang from the more than 60 characters he can portray, including his classic mumbling old man and the lisping, "verrrrry in-terest-ing" German soldier.

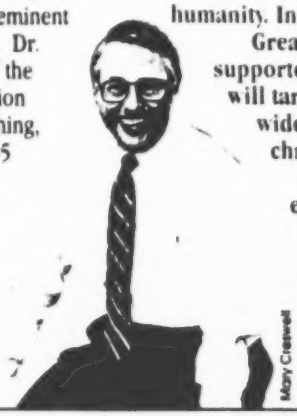
An avid, but eclectic collector, Mr. Johnson has surrounded himself with antiques, paintings, coins, model trains and first day covers that provide him with pleasure and knowledge. But it is his thousands of books, including first editions, that he treasures. "I live quite unostentatiously surrounded by my books," he notes, "I'm an inveterate reader."

As an institution within an institution to which I've felt great loyalty over the years, the Library symbolizes to me one of the stronger influences in my life. The hours I spent, sadly much of them enforced, reading periodicals to which I might never have been exposed, had great meaning and increasingly so as I reach "middle age".

The legacy of the printed word is still one of the greatest gifts one generation can pass on to another. No microfilm invented can ever duplicate the smell of a book or the feel of a book. The books that guide us in youth become an entertainment in age. I'm delighted that I can be of support to the U of I Library.

Larry Dale Gordon/© Fleetwood, Cheyenne, Wyoming

Now in his eighth year as chief executive and fourteenth president of the University of Illinois, **Stanley O. Ikenberry** has helped the institution embark on a new journey toward being the pre-eminent public university in America. Dr. Ikenberry is also chairman of the board of the Carnegie Foundation for the Advancement of Teaching, which was established in 1905 by Andrew Carnegie. Among its programs, the Foundation conducts studies as an independent policy center dedicated to strengthening higher education.


Mary Cresswell

A great library is the heart of a great university.

Some may believe that statement to be a cliche; cliche or not, it is true. The University of Illinois Library is the curator of things past held in trust for future generations. The Library at Urbana-Champaign boasts a great collection, one that connects faculty and students to the ideas and records of events that have shaped humanity. In so doing, it becomes our lifeline to the future.

Great libraries do not exist in the abstract; they must be cared for, supported, preserved, extended, and used. Without proper care, their luster will tarnish; without proper support, their strengths will weaken; without widespread use, they cannot serve the societies whose histories they chronicle.

Knowledge and wisdom, bound and shelved and waiting for eager minds, are the sum and substance of the University of Illinois. And the excellence of our Library is the sum of the people who care about it and those who support it.

I hope that you, as alumni of the University of Illinois, will continue to care and lend your support to make sure future generations enjoy the great treasure we know today as the Library of the University of Illinois at Urbana-Champaign.

Barbara Bain majored in sociology at the U of I while planning to become a teacher. She started on a theatrical career, however, upon graduation with the class of 1952 when she took a job as a model. As best series dramatic actress, she earned Emmy Award recognition three times for her work in the television series, "Mission Impossible." She has received the Los Angeles Critics Award for her roles in Arthur Kopit's "Wings" and Samuel Beckett's "Happy Days." Ms. Bain is active in cultural and political affairs and has received the Carrie Chapman Catt Award presented by the League of Women Voters.

My romance with books began with the issuance of a magic yellow card from the Chicago Public Library to a wide-eyed five year old. There was immediate joy in discovering in the words mirror images of some of my half-formed theories and feelings. This was coupled with the limitless array of new possibilities folded into the words on the pages.

While at the University of Illinois, I spent many glorious hours in the Library reading Greek and Roman mythology. Of course, I played all the parts, and an actress was born in that crucible.

For inspiration, research and the profound sense of touching of time, I urge you to support this great legacy for future generations.

"Host of the oldest breakfast briefings in town," *USA-TODAY* said that **Godfrey Sperling, Jr.**, "anticipated . . . a trend that is on the rise in the capital: business at breakfast."

In 1966 Mr. Sperling founded "Breakfast with Godfrey," a group of prominent Washington reporters whose morning meetings serve as a forum for questioning the leading governmental and political personalities of the day.

Armed with a 1937 journalism degree from Illinois and a law degree from Oklahoma, Mr. Sperling first practiced law in Champaign-Urbana and was a reporter for the local *News-Gazette*. He became a member of the *Christian Science Monitor* staff in 1946 and is now the paper's Senior Washington Columnist. His weekly column is syndicated in more than 200 newspapers in the U. S. and abroad.

Jim Dixon/The Washington Star

I can put the inestimable value of the University of Illinois Library in personal terms. My father (civil engineering, class of 1895), who did much to cultivate my love of books, leaned heavily on the Library in his constant quest for knowledge. In his later years (he lived to be 104) Dad's reading increased as he became less active; and I often got reports, from his friends and people I knew at the University, about his frequent use of the Library. He kept slowly walking back and forth between his home in Urbana and the Library, along Green Street, until he was well up in his 90s.

My oldest sister (Freda Sperling Benson, class of 1925) worked part-time at the Library for four years while going to the University. My other sister (Lois Sperling Hatch, class of 1927) also worked for a time in the Library.

Thus, it has seemed only logical in our family to equate the value of a university with its library. To us, it has seemed that the first and best way for rating an educational institution was to look at its library and at how well equipped it was to serve the academic and intellectual needs of its faculty and students. Using this gauge, of course, the University of Illinois Library is clearly right up at the top among the best in the land.

J. Peter Gordon
Honourary National Co-Chairman Centennial Campaign

"McMaster is one of the finest universities in Canada. One hundred years ago, Senator William McMaster, established the University through his bequest. In its first year of operation, the budget was less than $65,000.

Today, McMaster is a $170 million a year business. The University employs more than 3,000 people, purchasing goods and services throughout Ontario, creating an annual economic impact of more than $400 million.

In order to guarantee the continuation of McMaster's reputation, to provide quality education for Canadians, and to cement our future, the University must rely on all of us to support this Centennial Campaign. McMaster must generate substantial, critical dollars from business, industry, and foundations, from alumni and friends, from you and me.

I know we can count on you for your extraordinary support."

Dr. Alvin Lee
President, McMaster University

"During my association with McMaster, since 1960, I have seen the growth and development of an institution whose academic strengths have gained international recognition. I look with pride on our teaching and research accomplishments.

The McMaster Centennial Campaign represents a major step for the University in maintaining its responsibility to reach the highest standards in education. It is not only an ambitious project, but a crucial one. I am pleased to invite all of McMaster's friends to support the Centennial Campaign. We are counting on your special generosity to help McMaster University carry on its tradition of excellence and ensure its future of discovery."

For further information contact:

Centennial Campaign
McMaster University
1280 Main Street West
Hamilton, Ontario L8S 4L9

Telephone:
525-9140 Ext. 4575

A CAMPAIGN BRIEF

A Tradition of Excellence...
...a Future of Discovery

McMaster

A Tradition of Excellence...
... a Future of Discovery

(A Transcript of the Centennial Campaign Video)

The survival of Canada as an industrial nation depends on the quality of education and research opportunities provided to its people.

For 100 years McMaster has provided these opportunities. Its academic and research achievements are enjoying international acclaim, but the University is under enormous financial pressure. Today it faces a crisis.

Limited government funding has contributed to a steady decline in teaching and research dollars. McMaster's only choice is to launch its Centennial Campaign and preserve its tradition of excellence.

Founded in 1887 through the vision and generosity of Senator William McMaster, the University flourished for more than 40 years in Toronto.

Aware of McMaster's need for greater space, the city and people of a prospering Hamilton offered the land and one-half million dollars to make this University their own.

Nurtured for 30 years by the Baptist Convention, the University entered the 60's as a non-denominational institution recognized for its scholarly achievements. McMaster prospered in a wave of government funding with a 700% increase in student enrollment and the addition of 30 new buildings.

McMaster now is a multi-disciplinary school with six Faculties serving approximately 20,000 full and part-time students. The University offers more than 100 undergraduate and 64 graduate degree programmes.

Unique models of education exist at McMaster in the combined Arts and Science degree, the M.D. programme, the Bachelor of Engineering and Management degree and the M.B.A. co-op programme.

External research grants exceed $40 million annually, making it the most research intensive university in Canada. Research programmes range from the Bertrand Russell Editorial Project to studies on the human brain.

McMaster faculty in Engineering conduct world renowned research in communications, robotics, ceramics and flexible manufacturing.

Excellence is frequently measured by the strength of a university's library. McMaster University is a member of the Association of Research Libraries, a small elite group in North America whose members must meet the highest standards of collection quality and size.

This level of distinction is possible only if the University receives adequate support.

In 1973, the Ontario universities' share of Provincial budgetary expenditures was 6.6%. Over the next thirteen years, it dropped 26%, representing a loss of over $400 million. For McMaster, this has meant classes and labs being cancelled and others being seriously overcrowded. Needed repairs and renovations to existing buildings have been deferred.

Even with new government initiatives to improve operating and capital revenues to universities, the need for new space, for renovations, for faculty enhancement, and for scholarships will continue to be very large.

Senator McMaster's vision is in jeopardy.

To keep the vision alive, $25 million must be raised. **The Centennial Campaign** is McMaster's most ambitious challenge of its 100 year history.

Five critical areas will benefit from this campaign.

New Building & Renovations	$15,415,000
Professorial Chairs	3,000,000
Major Research Groups	2,000,000
Scholarships	1,000,000
On-going Activities	3,585,000
Total Goal of:	**$25,000,000**

Space limitations in the **Mills Memorial Library** have resulted in restricted access to important collections and inadequate study areas. At a cost of $14.5 million, 71,000 square feet of space will be added to the main library, and renovations will be made to existing facilities.

The Library Wing

Undergraduate registration in the **Faculty of Business** has increased 300% since 1971, creating a pressing need for more classrooms. The decision to construct a new building at a cost of $6.3 million will make it possible to co-ordinate all activities of the Faculty in one centre.

The Faculty of Business Building

In the **Faculties of Engineering and Science**, increased research accomplishments have created a need for greater instructional space, laboratories and computer work stations. The new wing uniting the main Engineering building with the Science building will cost $11 million.

The Faculties of Science and Engineering Building

The University must raise an estimated $15,000,000 in private funds towards the cost of the new Library Wing, the Faculty of Business Building and the Engineering and Science Wing. It is anticipated that the remaining costs of these three projects will be funded by the Government of Ontario.

Convocation Hall, for 50 years the cultural centre of McMaster, is in need of renovations. $415,500 will raise it to modern standards.

The University is first and foremost a teaching institution. In order to attract the highest calibre faculty, McMaster needs to create additional **Professorial Chairs**. Three million dollars from the Centennial Campaign will be designated for this purpose.

McMaster is committed to maintaining its reputation as a premier centre of research in Canada. Federal Research Councils pay only the direct cost of research. The University must cover all overhead expenses. McMaster requires a minimum of $2 million in order to underwrite **New Research Initiatives**.

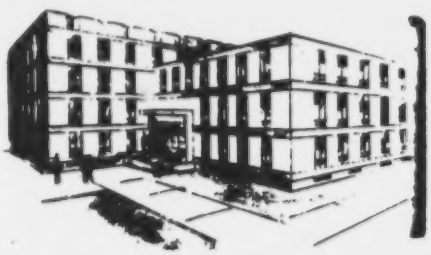
Attracting the best and the brightest students at both the undergraduate and graduate levels is an essential investment of a university. McMaster will earmark $1 million for **Additional Scholarships**.

Support for **Existing Activities** requires the allocation of nearly $4 million to equipment, computational services and operating and maintenance costs.

COMMEMORATIVE OPPORTUNITIES

THE UNIVERSITY LIBRARY

$5,000,000	New Addition	
$500,000	Entrance and Foyer Rare Books Room	Serials Floor Stacks Floor *(2 maybe 3)*
$400,000	Undergraduate Reading Room	
$350,000	Reference Resources Reading Room Government Documents Collection Area	
$250,000	Music Area	
$200,000	Archives Room	
$150,000	Map Collection Area	Rare Books & Archival Processing Area
$100,000	Research Reading Room Staff Lounge	Multipurpose Room
$75,000	Preservation & Restoration Workshop	Catalogue Area
$50,000	Newspaper Reading Room Circulation Desk & Area	Urban Documentation Collection Area Reference Desk & Area
$25,000	Study Areas (6)	Access System for the Disabled
$20,000	Silent Study Rooms (3) Orientation Room	Student Lounges (2)
$10,000	Collections Security System Seminar/Group Rooms	PC Work Station Photocopying Alcoves
$5,000	(2) Twin Research Study Cubes (25) Microform Stations	Twin (2) Display Areas Map Cases



COLLECTIONS

$100,000	Language & Literature			
	General	$13,000	French	$15,000
	Romance	$20,000	Italian	$ 5,000
	English	$40,000	Spanish	$ 5,000
	American	$10,000	Russian	$ 5,000
	German	$10,000	Canadian	$15,000
	Language	$20,000		
$70,000	History			
	Old World	$50,000	Canadian	$ 5,000
	New World	$15,000		
$30,000	Religion			
$25,000	Sociology		Economics	
$20,000	Music		Fine Arts	
$15,000	Classics Philosophy		Political Science	
$10,000	Business		Psychology	
$5,000	Law Recreation		Education Anthropology	

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THE U. OF M. LIBRARIES ENDOWMENT FUND NEWSLETTER

January - February 1987

* ISSUE NUMBER 1 *

THE DRIVE FOR EXCELLENCE

In April, 1986 the University of Manitoba launched a five year fund-raising campaign - The Drive for Excellence. The campaign goal is $42 million over the next five years. The University of Manitoba's staff goal is $3 million. Campaign proceeds will be allocated to two main categories; Capital Projects and Endowment Funds; according to the wishes of the donor. Donors may designate their gifts to areas of special interest - one gift may be designated to several areas of the campaign! In this way, you can tell the University what is important to you.

The Capital Projects selected include facilities that will provide broad reaching benefits, rather than benefits to a specific segment or faculty.

Endowment Funds. A major goal of the Drive for Excellence Campaign is to increase our endowment funds substantially. Endowment funds are an important element in future planning for our University. An endowment is a sum of money invested to generate interest revenue. Only the interest will be spent. The principal sum remains invested, thus providing a source of income for future years.

WHAT IS THE U. OF M. LIBRARIES ENDOWMENT FUND?

As part of the campaign, individual faculties have been given the opportunity to establish endowment funds and to conduct their own fund-raising campaigns. Thus, the Libraries have decided to conduct a campaign among staff, students, alumni, and related organizations. The objective is to build a U. OF M. LIBRARIES ENDOWMENT FUND to be used exclusively for the betterment of the library system.

ABOUT THE NEWSLETTER

The purpose of this newsletter is to inform staff of the U. of M. Libraries of progress as the LIBRARIES ENDOWMENT FUND is built and employed. We plan to publish whenever news is available; the NEWSLETTER will be distributed to all staff and others who are interested. In this first issue, we will try to anticipate, and answer, questions that you may have about the Fund.

WHAT IS THE PURPOSE OF THE FUND?

The purpose of the U. OF M. LIBRARIES ENDOWMENT FUND is to provide for the enrichment of the programs, projects and services of the Libraries at the University of Manitoba. The Libraries operating budget permits us to offer a good standard of library service. However, there is always room for improvement and the Fund will permit us to add extras, and to enrich our services and programs. Some possible uses of the Fund might be in such areas as research into improving services, acquisitions, or collection management; preservation and conservation of collections; and improved access to special collections.

HOW WILL THE U. OF M. LIBRARIES ENDOWMENT FUND WORK?

During the next five years, a sum of money (the LIBRARIES ENDOWMENT FUND) will be raised through campaign contributions. The money will be invested and each year, earned interest will be used within the library system to improve our programs, services, and research activities. In order to compensate for inflation, a portion of the interest will be reinvested each year, in perpetuity.

HOW WILL THE FUNDS BE INVESTED?

The U. OF M. LIBRARIES ENDOWMENT FUND is one of several such funds that will be established in the University of Manitoba. For investment purposes, the funds will be pooled. The management of the pooled funds will be carried out by the University's investment consultants. Each year, the accrued interest will be distributed among the various endowment funds in proportion to the amounts invested.

WILL CONTRIBUTIONS TO THE U. OF M. LIBRARIES ENDOWMENT FUND STAY WITHIN THE LIBRARY SYSTEM?

The University campaign pledge card permits the donor to earmark all or any part of his/her donation for the LIBRARIES ENDOWMENT FUND. If so desired, part of the donation can be directed to another faculty or to the general University fund.

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WILL I BE PRESSURED TO CONTRIBUTE?

NO. While a strong level of participation is desirable, we realize that peoples' philosophies, circumstances and ability to contribute vary widely. Thus, confidentiality will be strictly maintained throughout the campaign. A canvasser will call on you with a pledge card and a self-addressed envelope. You are asked to indicate on the card whether or not you will pledge a contribution, and if so, the amount and the use of your contribution. After you mail your card the Office of Private Funding will process it confidentially. On the other hand, donor recognition is being organized if you wish to participate.

WHAT IS THE LIBRARIES' CAMPAIGN GOAL?

The exact goal, in dollar terms, has not yet been established. However, donors will be asked to consider a five-year pledge, and as part of the University campaign, staff members will be asked to consider donating an annual amount of 1 percent of gross salary. Naturally, all donations are tax exempt.

HOW WILL THE CAMPAIGN BE ORGANIZED?

In 1986, Earle Ferguson appointed June Dutka and Norma Godavari to Co-Chair the Planning Committee of the U. of M. Libraries Endowment Fund Campaign. The Planning Committee has the following composition:

Co-Chair: June Dutka, Government Publications
Norma Godavari, Engineering Library

Richard Bennett, Special Collections
Virginia Guiang, Acquisitions/Checking
Helen Lee, Acquisitions, Medical Library
Sharon Tully, Reference/Information Services
Valorie Ward, Government Publications

Earle Ferguson (ex-officio), Libraries Administration

The Planning Committee will develop the policies and procedures under which the Endowment Fund will be operated, and make recommendations as to the composition and Terms of Reference for the Libraries Endowment Fund. It will also decide on the composition of the committees that will conduct the fund-raising campaign.

It is intended that the fund-raising campaign will begin with the Libraries staff in February, 1987. We hope to commence the external campaign among alumni, related organizations, and others, in the Spring of 1987. Finally we hope to promote fund-raising activities among the students beginning in September, 1987.

HOW WILL DISBURSEMENTS FROM THE FUND BE DECIDED UPON?

An Advisory Committee for the Libraries Endowment Fund will be appointed, with representation from the various donor groups, with the Director of Libraries as an ex-officio member. Each year, the Committee will receive proposals for projects and/or activities to be funded. The Committee will decide on the projects to be funded and the levels of funding, and will transmit its decisions to the Director of Libraries for his concurrence and forwarding to the University Comptroller.

HOW DO I OBTAIN FURTHER INFORMATION?

Contact:

June Dutka,
Head, Government Publications,
Elizabeth Dafoe Library,
University of Manitoba,
Winnipeg, Manitoba
R3T 2N2
(204) 474-6361

Norma Godavari,
Head, Engineering Library,
University of Manitoba,
Winnipeg, Manitoba,
R3T 2N2
(204) 474-9445

or

Richard Bennett	474-6350
Virginia Guiang	474-6381
Helen Lee	788-6463
Sharon Tully	474-5037
Valorie Ward	474-9530

An Investment in Oregon's Future

The University of Oregon Library was born from private support more than one hundred years ago. The leadership and generosity of Henry Villard and other pioneers, whose sense of vision perceived the need for a library at the University, made its birth and growth possible.

Today, the University of Oregon Library is the largest research library in the state. It has become a vital resource and a focal point for the entire campus community-- supporting and stimulating instruction, research and service, and acting as a barometer of the quality of the academic environment at the University.

As an invaluable way of supplementing and enhancing its regular acquisitions program, the Library encourages the support of the broad community which it serves. Your gift, whether a monetary contribution or one of library materials, will help create a margin of excellence for the University of Oregon Library today-- and an investment in Oregon's future for tomorrow.

Rare Books and Manuscripts

Historically significant gifts are preserved for present and future use in a controlled section of the Library know as *Special Collections*. These valuable gifts are mirrors of the past and serve as important research and educational tools.

Past gifts include correspondence and committee records of Oregon politicians, drawings and personal files of various illustrators and authors, and complete private libraries of rare or unusual books.

Scholarly Materials

The Library welcomes gifts for the general collection which support the teaching and research activities at the University of Oregon. This category includes not only books and journals, but also non-print media such as films, microforms, and recordings.

Memorials

Memorial gifts may be made to perpetuate the memory of a friend or loved one, or to recognize a special achievement. Unless otherwise designated, memorial gifts are most commonly used for acquistitions in the areas of greatest need. All memorial books bear a plate with the name of the donor and the individual honored.

Specific areas of the Library, from study carrels to entire branch libraries, may also be designated as named memorials by those making appropriate contributions.

Endowment

A privately endowed and named fund can be established with a minimum gift of $10,000. An endowment will ensure the continued health of the Library's collection by providing an income in perpetuity. Endowment funds are expertly and carefully managed by the University of Oregon Foundation to ensure appropriate balance of current yield and continued growth.

Bequests and Deferred Gifts

The University of Oregon Foundation will work with individuals and their attorneys in establishing the most favorable arrangements for the bequest of library materials, securities, or real property. Life income agreements may also be established.

Unrestricted Gifts

Unrestricted gifts provide flexibility and allow the University Librarian to direct funding to areas where the needs are greatest. When combined with state funding, unrestricted gifts allow the Library to acquire important materials otherwise unobtainable by the Library.

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Oregon (brochure)

Oregon

(Advertisement in alumni magazine)

Composition Decomposition

A contradiction in terms?

Not necessarily. That's what's happening in our Library. Thousands of books are slowly rotting away.

In the mid-19th century, changes in paper-making processes resulted in paper with a high acid content. As time passes, the molecules in the paper actually break down. And the paper decomposes.

Unless we act now, much of the collection in the largest research library in Oregon could disintegrate before our eyes.

But there's still time to save the books that helped you write that term paper for English 396, introduced you to keynesian economics, or taught you the difference between psychodynamics and psychometrics.

Funding for staff, supplies and equipment is needed to operate a preservation lab within the Library. This, with other protective measures, will help save that accumulation of knowledge and human talents for future generations.

We need your help. Consider a contribution today.

Private support of the Library supplements state funding and allows us to take care of some of our most basic needs—like saving our books.

Your help does make a difference.

Send your check to

UO Library

c/o The University of Oregon Foundation
PO Box 3346
Eugene OR 97403

In making a gift to the Library, please make checks payable to the UO Foundation/Library

HAPPY ANNIVERSARY

The Main Library is 50 years old. And that's something to celebrate.

Of all the buildings on a university campus, none symbolizes the values of the institution more than its library. The Library is primary to the university's ageless commitment to preserve humankind's accumulation of knowledge and transmit that knowledge to succeeding generations.

On the Main Library building's 50th anniversary, this commitment is renewed for the future of the University.

Help us celebrate, and support the next 50 years with this commemorative poster. Designed by local artist Tom Kelly, this beautiful 17" X 23" full-color artwork highlights the past while looking toward the future.

Your help does make a difference.

Please send me _____ poster(s) at $10.00 each + $2.00 postage and handling.

_____ poster(s) x $10.00 = _____

+ $2.00

Total enclosed = _____

Name _____

Address _____

City _____ State _____ Zip _____

Please make check payable to UO *Foundation/Library* and mail to: Office of the Librarian, University of Oregon, Eugene OR 97403-1299.

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UNIVERSITY OF OREGON LIBRARY
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GROWING PAINS

Our Library is bursting at the seams. And that hurts.

It hurts our books and the people who use them.

In order for us to best serve you, we must continually gather and store knowledge and information. We must grow.

But we're out of space.

Even with careful selection of new literature and weeding of outdated material, space problems are at critical levels.

Thousands of our books are being stored in dormitory basements. They're hard to find, and the basement conditions are destroying them.

As books are added to the Library, study spaces for our patrons must be taken out. Projections tell us that by the year 1990 all public seating in the Library *will have been eliminated*.

There are remedies for our growing pains. We want to expand the Main Library building and take advantage of new technology for storing materials.

We need your help. Consider a contribution today.

Private support of the Library supplements state funding and allows us to take care of some of our most basic needs—like treating our growing pains.

Your help does make a difference.

Send your check to

UO Library

c/o The University of Oregon Foundation
PO Box 3346
Eugene OR 97403

In making a gift to the Library please make checks payable to the UO Foundation/Library

PENN STATE
LIBRARIES
PATERNO LIBRARIES ENDOWMENT

Inquiries may be directed to:

Office of the Dean
University Libraries
505 Pattee Library
The Pennsylvania State University
University Park, PA 16802

(814) 865-0401

Cover photograph: Coach Joe Paterno (left) with Stuart Forth, Dean of the University Libraries.

The Pennsylvania State University, in compliance with federal and state laws, is committed to the policy that all persons shall have equal access to programs, admission, and employment without regard to race, religion, sex, national origin, handicap, age, or status as a disabled or Vietnam-era veteran. Direct inquiries to the Affirmative Action Officer, Suzanne Brooks, 201 Willard Building, University Park, PA 16802; (814) 863-0471.

U.Ed. 86-1027

Produced by the Penn State Department of Publications

Designer: Marilyn Shobaken

Photographer: Dave Mengle

"If we're going to become one of the ten greatest universities in the country, as President Jordan has committed us to do, we have to have an outstanding library."

—Joe Paterno

The Paterno Libraries Endowment honors Coach Joe Paterno because of his concern for the education of Penn State students.

Coach Paterno kicked off the endowment in 1984 with a $20,000 personal gift. Recently, he added another $100,000 to the fund for the acquisition of library books and materials. Many of his friends, admirers, and former Nittany Lion football players have also contributed to the endowment.

The coach understands how important a library is to a good education and to major research institutions, and he's enthusiastic about lending his support to the University Libraries. "During my career here," he said, "this is one of the most exciting times because of the opportunity that exists to build Penn State's reputation in academics . . . to make Penn State even bigger and better, not in the sense of size, but in the context of quality and influence in this country."

The average price of a hardback book is $30 and going up, and journal costs can exceed $3,000 per title per year. With a cataloged collection totaling 2.5 million volumes, Penn State still trails other public university libraries in volumes per student. Penn State has 48 volumes per student, while first-place Michigan boasts 175.*

The income from the Paterno Libraries Endowment will help to change these statistics as it supports the library collections at University Park, Behrend College, Capital College, King of Prussia Graduate Center, and each of Penn State's seventeen Commonwealth Campuses.

As Joe Paterno says so well, "If we're going to bring in faculty stars, endow chairs in every college, and bring in scholarship money to attract the very best students, we have to give them the tools of learning, and it all has to be done in concert. You just can't get the kind of scholars you need to have for a quality university, without having a quality library."

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*In this 1984 ranking of public universities, Penn State ranked twelfth, behind such institutions as Temple, Iowa, Pittsburgh, Texas, Virginia, and Michigan.

CORPORATE GIFT MATCHING

Gift matching is growing rapidly as a form of corporate aid to higher education. Now more than 1,000 companies will match employee contributions on at least a dollar-for-dollar basis. Some companies will *double* and even *triple* match gifts. In addition, corporate matching gifts may be used to qualify for leadership club membership. Check with your personnel office for details and the appropriate application form for gift matching.

Mark from the contemporary American limited editions of the Black Sparrow Press

The mark of Johann Froben (1460–1527), noted for the scholarly books he printed in Basle

The Pennsylvania State University, in compliance with federal and state laws, is committed to the policy that all persons shall have equal access to programs, admission, and employment without regard to race, religion, sex, national origin, handicap, age, or status as a disabled or Vietnam era veteran. Direct inquiries to the Affirmative Action Officer, Susanne Brooks, 201 Willard Building, University Park, PA 16802, (814) 865-0071

U. Ed. 86-366

PENN STATE LIBRARIES

Recreation of John O'Hara's study, located in the Rare Books Room

Special collections and resources of the Penn State Libraries include the Penn State archives, Joseph Priestley and John O'Hara collections, labor history archives, music cassettes, microforms, and a rare book collection. Collections also support the areas of Black studies, women's studies, and scientific research. Special services include the PENNTAP Information System, which serves industries, municipalities, and businesses in the Commonwealth; and the Library Information Access System (LIAS), an innovative computerized catalog, pioneered by Penn State. Through LIAS, you can now gain quick access to Penn State's library holdings from your office or home by using a personal computer. ❀ Penn State Libraries provide many services, but much more needs to be done. A great university needs a great library, and a great library needs you.

The mark of the first English printer, William Caxton (1421–1491)

It's no secret that a university can be no better than its libraries. Books and learning are inseparable. Without library resources, faculty couldn't tap the knowledge of other scholars, and students couldn't write their term papers, theses, or do the research needed on specific projects.

The Penn State Libraries have collections at all University locations: University Park, Behrend College, Capitol Campus, Kings of Prussia Graduate Center, and each of the seventeen Commonwealth Campuses. The largest holdings are at University Park, where the Fred Lewis Pattee Library houses the central collection, the Arts Library, and the Life Sciences Library. Four branch libraries serve the Colleges of Earth and Mineral Sciences, Engineering, Science, and the Department of Mathematics. The Department of Architecture has its own reading room, and an undergraduate library is located in the Pollock residence hall area. Other major collections are located at Capitol Campus and Behrend College to support extensive undergraduate and graduate programs.

One of the seventeen Commonwealth Campus libraries, Wilkes-Barre

The Art Library

WHY WE NEED YOU

The Libraries face a constant challenge in meeting the needs of more than 60,000 students and 3,000 faculty members. Less than 25 percent of University funds come from the state. Rapidly rising costs make it difficult to provide enough necessary resources—books, periodicals, maps, microforms, and other essential materials.

The mark of the English printer William Morris (1834–1896), who founded the Kelmscott Press.

The maps collection at Pattee Library

HOW YOU CAN HELP

By planning your gift to the Penn State Libraries, you can help support all academic areas of the University.

LIBRARY GENERAL FUND
By giving to the Library General Fund, you help support all of the Penn State Libraries and subject areas.

ENDOWMENTS
Endowments are an excellent way to plan a gift to the Penn State Libraries. Endowed gifts are critically needed to provide funds that keep on giving: only the annual earned income from an endowment is used, while the principal remains forever intact. ★ Several special endowment fund drives are under way, including the Paterno Libraries Endowment Fund, which was launched in 1984 to honor Joe Paterno for his continued emphasis on the importance of learning. Known for his strong academic support, Coach Paterno believes that the cornerstone of any great university must be a quality and comprehensive library system.

MEMORIAL AND HONORARY GIFTS
Endowments can also be designated as memorial or honorary gifts and are identified with a bookplate bearing your name or that of the person you want to honor.

A gift of $5,000 or more will establish a named endowment for the annual acquisition of books and other Library materials, such as journals and recordings.

Smaller gifts can also be given in someone's honor or memory. For gifts of $50 or more, a notification card is sent to the person or the family of the person you choose. The card bears the name of the person remembered in this special way and signifies that you have made a gift to the Penn State Libraries in his or her honor. The amount of the gift, of course, is not mentioned.

The mark of Aldus Manutius (1450–1515), a giant of the Renaissance, who set up his press in Venice.

You may designate your gift for any special occasion — birthday, anniversary, appreciation, retirement, holiday, or other.

MAJOR GIFTS
Perhaps you would like to make a major gift to the Penn State Libraries, but thought it was beyond your means. A planned gift can enable you to spread your gift over a period of years.

Planned gifts can take the form of:

- ***outright gifts, such as cash or marketable securities,***
- ***deferred gifts committed during life,***
- ***bequests made through a will.***

All contributions to the University Libraries are tax-deductible within the limit of the law. Checks should be made payable to The Pennsylvania State University, and you should specify how you want your gift to be used. ★ If you have any questions about The Pennsylvania State University Libraries or about planning your gift, please contact:

The Pennsylvania State University
Office of the Dean
505 Pattee Library
University Park, PA 16802
(814) 865-0401

LIAS (Library Information Access System), a computerized catalog

The mark of the American Bruce Rogers (1870–1957), who also had a long association with Cambridge University Press in England.

MOUNT NITTANY SOCIETY
Penn State's most prestigious leadership giving group — members give a total of $30,000 or more to support the University and to ensure continued excellence.

LIBRARY PATRONS
This special group gives $5,000 or more annually for favorite programs.

LIBRARY ASSOCIATES
Associates give $1,000 to $4,999 annually.

LIBRARY PARTNERS
Partners give $500 to $999 annually.

LEADERSHIP GIVING

Penn State is fortunate to have a growing number of alumni and friends who believe strongly in the purpose of the University and who provide financial leadership. These special friends who care deeply about the future of Penn State are:

LIBRARY CIRCLE
Members give $250 to $499 annually.

LIBRARY CENTURY CLUB
Members give $100 to $249 annually.

Membership in all Penn State leadership giving groups may be held in the name of more than one person and may be paid over the period of one fiscal year, from July 1 to June 30.

THE CAMPAIGN FOR PENN STATE

UNIVERSITY LIBRARIES NEEDS STATEMENT

Thomas Carlyle, the Scottish writer who had a major impact on English and American letters, said that "a true university is a collection of books." Believing that, but acknowledging that "books" now include all forms of information, the University Libraries system serves as an important and multifaceted source of recorded knowledge for more than sixty thousand students and three thousand faculty members.

Libraries at the University Park Campus, the Commonwealth Campuses, including Penn State Erie and Penn State Harrisburg, and the King of Prussia Graduate Center form the Penn State system.

The largest holdings are at University Park, where the Fred Lewis Pattee Library houses the central collection, the Arts Library and the Life Sciences Library. Four branch libraries serve the Colleges of Earth and Mineral Sciences, Engineering, Science, and the Department of Mathematics. A reading room serves the Department of Architecture, and an undergraduate library is in the Pollock residence hall area.

The Libraries' Department of Special Collections, which includes rare books, manuscripts, and archives, may be seen as a microcosm of the whole library. These collections, used heavily by Penn State students and many visitors, give the University national distinction. They include, in addition to the Penn State Room archives, the Joseph Priestly and John O'Hara collections, labor history archives, Pennsylvania history resources, and a fine rare book collection. Art and architectural history are well-represented, as are Black studies, literature, women's studies, Anglo-German relations (supported by a donor's endowment of $250,000), science fiction, Australiana, and many other unusual collections.

Special services include the PENNTAP Information System, which assists Pennsylvania industries, municipalities and businesses in finding technical information that may be crucial to their needs, and the Library Information Access System (LIAS), an innovative computerized catalog. Pioneered by Penn State, LIAS provides the potential for quick access to Penn State's library holdings from virtually any personal computer.

While the University Libraries system is indeed an essential resource for students, faculty, and many others, it constantly must be improved. Penn State Head Football Coach Joe Paterno voiced the opinions of many thoughtful alumni in noting, "If we're going to become one of the ten greatest universities in the country . . . we have to have an outstanding library."

A strong supporter of the University Libraries, Paterno was honored in 1984 with the establishment of the Paterno Libraries Endowment, to which he made an initial gift of $20,000. The endowment will fund the purchase of books and materials as well as other special library projects. In 1986, Paterno contributed another $100,000 to the fund. Many of his friends, admirers, and former players also have made gifts to the endowment, putting the fund well on the way to its $1 million goal.

To enhance this level of excellence, the University Libraries system is seeking $8 million in private support. The money would be used for the following purposes:

— $5 million for a general acquisitions endowment. The endowment would augment regular book funds to help meet the ongoing needs of teaching and research programs. The Paterno Libraries Endowment will be included in this effort, as other special endowments may be.

— $3 million for a special collections endowment. The endowment would provide money for the purchase of rare books and journals to enrich research collections.

The Pennsylvania State University, in compliance with federal and state laws, is committed to the policy that all persons shall have equal access to programs, admission, and employment without regard to race, religion, sex, national origin, handicap, age, or status as a disabled or Vietnam-era veteran. Direct all affirmative action inquiries to the Affirmative Action Officer, Suzanne Brooks, 201 Willard Building, University Park, PA 16802; (814) 863-0471.

U.Ed. 87-811

Produced by the Penn State Department of Publications

Southern Illinoisan

Opinions

Editorial Board

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Michael K. Konrad, Regional Editor
Gary Wolf, Opinions Page Editor

'2 for 2' good for you

STUDENTS in all disciplines share one experience: going to the library. But more than any other facility at our local university, its library is shared by those of us outside the university community as well.

That's why the Two for Two campaign to benefit the Morris Library endowment fund deserves broad support. It may not be the rallying point the Southern Illinois University-Carbondale Salukis can be, but through good seasons and bad, Morris Library serves us well if quietly.

Already recognized as an outstanding library, Morris is about to reach a new milestone: its two millionth volume. Acquiring that many books is no easy feat, however, particularly with public funding on the decline.

Eighty percent of Morris Library's state funding now goes for its subscriptions to just over 14,000 periodicals. Even that number is down by about one-quarter from a decade ago. Just as funding for periodical purchases is increasingly limited, the remaining funds are less adequate for the purchase of books.

The library's endowment fund has primarily served to keep the shelves filled with the books students and the rest of us need and want. Until 1981, there was no such endowment. Now standing at about $140,000, the endowment would be more than doubled by a successful Two for Two campaign, raising $200,000 for the two millionth volume by next spring.

This is not your average library. In addition to books, magazines and newspapers, it has an extensive collection of maps, government documents, films, art works and phonograph records. Its Special Collections house the papers of local persons that tell the history of Southern Illinois first hand. Those tracing family roots often find them at Morris Library.

This library is not for the university alone. Anyone can use its many books and other materials. And those needing something not available from their local public library may wind up getting it from Morris Library through the ILLINET interlibrary system. Over 50,000 such loans are logged by Morris each year — among the highest loan rates in the nation.

But while inflation is down, the cost of library materials and services continue to spiral upward, particularly as the falling dollar makes foreign materials yet more expensive. Your tax deductible contribution to Two for Two, however, will perpetuate the good work Morris Library is doing not just as a one-time gift, but as a contribution to an endowment fund the interest of which continues giving.

Why not perpetuate interest in Morris Library through Two for Two?

Southern Illinoisan, Tues., Oct. 27, 1987, p. 8.

Daily Egyptian, Wed., Sept. 30, 1987, p. 4

Daily Egyptian
Opinion & Commentary

Student Editor-in-Chief, Sharon Waldo; Editorial Page Editor, David Wrone; Associate Editorial Page Editor, Mary Caudle; Managing Editor, Gordon Billingsley.

Fiscal woes dim Morris greatness

THE OFFICIAL KICKOFF of Morris Library's "Two for Two" fund-raising event brings to light that institution's alarming decline in both research materials and financial condition.

With an April 1988 goal of attaining $200,000 in a special endowment fund at the same time the library adds its 2 millionth volume, the campaign is both creative and energetic in its effort to rejuvenate a badly ailing University institution.

It is unfortunate that such creativity was even necessary, for this is an organ vital to the educational well-being of SIU-C.

A university can't be great without a great library. And while Morris Library could by no means be considered low quality, neither is it the powerhouse of a decade ago. In recent years, the library's ability to provide a plentiful supply of up-to-date research material has been given a serious setback. The future does not look much better.

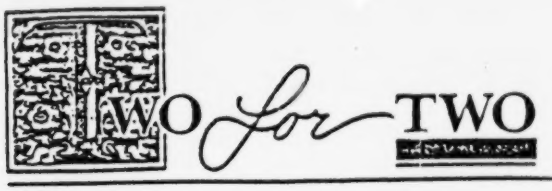
DEAN OF LIBRARY Affairs Kenneth Peterson told a DE reporter that when he first came to SIU-C 11 years ago, Morris subscribed to approximately 20,000 periodicals and other serial publications. Today that number has dwindled to 14,250. The library now is in the painful process of cutting 120 more periodical titles from its list.

The decline in volumes added by Morris is even more serious. From a total of 50,000 to 60,000 volumes added each year, the library now adds just 35,000 volumes annually. The combined periodical decline and reduction in the number of volumes added has considerably lowered the library's national ranking among research libraries. From a consistent middle-of-the-road ranking, Morris has slipped to the bottom half of that category, Petterson also said.

WITH GOV. JAMES Thompson's sweeping budget cuts, the library has had to take its licks like the rest of the University. And like the rest of the University, Morris' budget is not keeping pace with its needs.

To that end, Morris cannot hope to improve its situation without more money, thus thrusting the "Two for Two" plan into the role of a potential savior.

If Morris' financial and material condition worsens, the overall condition of the University would worsen. It would be a shame to see SIU-C's academic capabilities hindered for want of library funding.



Honoring
Morris Library's
Two Millionth
Volume

Southern Illinois University at Carbondale

October 1987

To All Faculty and Staff Members at SIUC --

Dear Friends and Colleagues:

Next April we will reach a milestone when the two millionth volume is added to the collections of Morris Library. To celebrate this achievement a campaign is being conducted during the 1987-88 academic year to add $200,000 to the library's endowment. The theme of our campaign is "Two-for-Two: Honoring Morris Library's Two Millionth Volume."

We believe the library is the heart of the university and that the strength of its collections is indispensable to the university's teaching, research and service mission. Although the library derives its basic support from state appropriations, in recent years it has had to rely increasingly upon gifts and income from private sources to purchase unique and special items that are needed.

The endowment campaign has been endorsed by all campus constituency groups, as well as the Friends of Morris Library and a number of interested representatives from several southern Illinois communities. Now, you have an opportunity to back up these endorsements with your contribution.

The enclosed brochure provides more information about the campaign and how you may designate your gift for a particular area within Library Affairs which represents your special interests. Your contribution, whatever the amount, will make a difference by assuring continued growth of the library's collections. As you consider this appeal, keep in mind that we cannot have a great university without a great library.

Please use the enclosed contributor's card for your response. If you wish, you may use the payroll deduction plan by filling out the appropriate sections on the back of the card. With your help, we feel confident that our goal of $200,000 will be reached.

Sincerely yours,

Dorothy Morris
Honorary Chairperson

Kenneth G. Peterson
Dean of Library Affairs

Advance letter to be sent to Area Representatives

Southern Illinois
University at Carbondale
Carbondale, Illinois 62901

Morris Library
August 20, 1987

_____
_____
_____

Dear _____:

Thank you for agreeing to serve as one of the Area Representatives for the campaign, "Two-for-Two: Honoring Morris Library's Two Millionth Volume." We were pleased with your response to our invitation and believe that, with your help, the campaign will get off to a good start.

As indicated during our recent meeting, the campaign will officially be opened in late September with solicitations continuing during the fall, winter and spring of 1987-88. Before the "kick-off," however, we would like to receive as many leadership contributions or pledges as possible so we can announce how much has been committed when the campaign actually begins. Thus, we are writing to ask if you will consider making an advance gift or pledge.

The enclosed brochure, which will be used in campaign mailings, provides more information about the campaign and the need to increase Morris Library's endowment. We can think of no cause at Southern Illinois University or in southern Illinois more deserving of our support than Morris Library, because without a great library we cannot maintain a great university.

Please use the enclosed contributor's card for your response. If you would like to consider establishing a special Named Endowment Fund, or if you want more information about the library's endowment program, please feel free to let us know. With your help and the support of many other people, we're sure the $200,000 goal will be reached.

Again, thank you for considering this appeal.

Sincerely yours,

Mrs. Delyte W. Morris
Honorary Chairperson

Kenneth G. Peterson
Dean of Library Affairs

TWO for TWO

Honoring
Morris Library's
Two Millionth
Volume

Southern Illinois University at Carbondale

November, 1987

&rum&
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Dear &sal&:

Next April we expect to add the two millionth volume to the collections of Morris Library at Southern Illinois University-Carbondale. To celebrate this special event,we are launching a campaign during the 1987-88 academic year to add $200,000 to the library's endowment. This will assure an important source of on-going additional support for acquiring materials. The theme of our campaign is "Two-for-Two: Honoring Morris Library's Two Millionth Volume."

During each of the past three years the library has spent an average of two million dollars for books, serials and binding, and an additional half million dollars for supplies, contractual services and equipment. The library and its vendors have mutually benefitted from these expenditures and we have reasons together to express appreciation. Therefore, we invite your firm along with other suppliers to make a contribution in recognition of this significant achievement in Morris Library's development.

Considering the sources of support for our campaign--faculty, staff, students, members of our Friends group and interested people in the region, in addition to our suppliers--we have set $50,000, which is one-fourth of our total goal, as a proportionate amount to seek from the firms with which we do business. This amounts to slightly under one percent of our expenditures over the past three years for books, serials and binding, and even less if we also include supplies, contractual services and equipment.

We believe a contribution from your firm would be a generous way for you to recognize and help Morris Library which serves not only the students and faculty on the Carbondale campus, but also many people, businesses and other institutions throughout Illinois, the midwest, the United States and abroad.

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The enclosed brochure provides additional information about the "Two-for-Two" campaign, and the contributor card may be used to designate your gift. We trust you will give this matter serious consideration and discuss it with the officers in your organization who are involved with corporate gifts. Your support as we mark the library's two millionth volume will be greatly appreciated.

Sincerely yours,

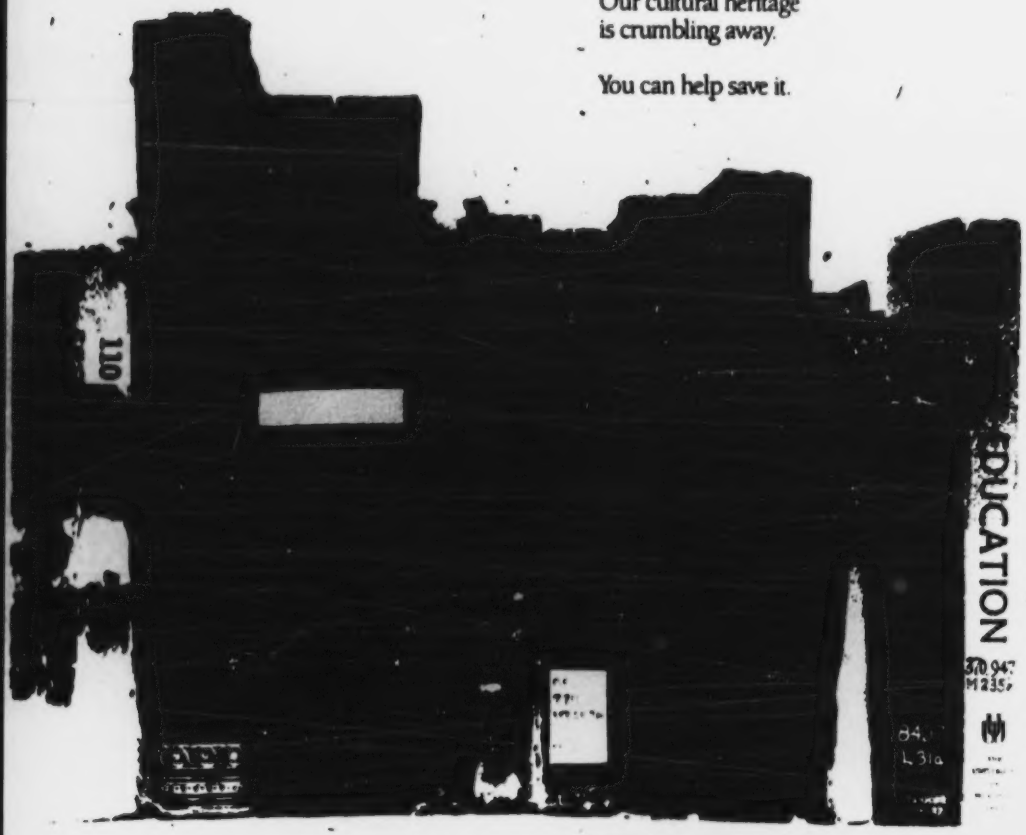
John C. Guyon
University President

Kenneth G. Peterson
Dean of Library Affairs

120

Our cultural heritage
is crumbling away.

You can help save it.



STANFORD UNIVERSITY LIBRARIES

THE GOAL:

A million dollar
conservation endowment.

THE CRISIS:

Over a million of the 5.5 million items in the libraries of Stanford are in need of conservation. Every week more books turn brittle or break into fragments.

The problem is not unique to Stanford. Virtually every item written or printed throughout the world since the introduction of wood pulp based papers in the mid-nineteenth century has crumbled or is well advanced toward physical decay.

You can help save Stanford's precious scholarly resources by joining the University Libraries Preservation Council at one of the following membership levels:

Mender:	$ 5,000–$ 9,000
Binder:	$ 10,000–$24,000
Restorer:	$ 25,000–$49,000
Curator:	$ 50,000–$99,000
Conservator:	$100,000 or more

By contributing toward the million dollar goal in this way, you will be participating in one of the most important crusades of this century–the conservation of our civilization's written heritage for future generations.

Every three dollars contributed to conservation endowment will be matched with one dollar from a challenge fund (for example, your gift of $10,000 will bring an additional $3,333) thanks to the foresight and generosity of Margaret Jonsson Charlton and the National Endowment for the Humanities.

With permission, the names of all Preservation Council members will be inscribed on a commemorative plaque by the entrance of Cecil H. Green Library and listed in the Stanford University Libraries *Annual Report*. Members will also receive an annual newsletter describing the Libraries' preservation activities.

Stanford

Our Crumbling Heritage

The world is on the verge of losing much of its written heritage because the pages of millions of books are increasingly brittle and therefore decay, fragment and, in due course, are beyond restoration. The problem has reached such critical proportions that scholars and librarians everywhere are working together to arrest the deterioration of collections.

The problem of brittle books originated around 1860, when wood pulp replaced rags in paper production. Chemically treated wood pulp generates sulfuric acid, which gradually destroys the books from within. Today, conservation experts estimate that twenty to forty percent of materials printed since 1860 are exceedingly fragile or already too brittle to use. And acid is not the only enemy. Light, heat, fluctuations in humidity, and urban air pollution speed the ravages of acid. Insects, rodents, and a host of molds and fungi can contribute to the destruction of books, magazines, and manuscripts.

At right
a sample of acidic, wood pulp based book paper

Farther right
graphic examples of such paper's progressive discoloration, brittleness, and disintegration

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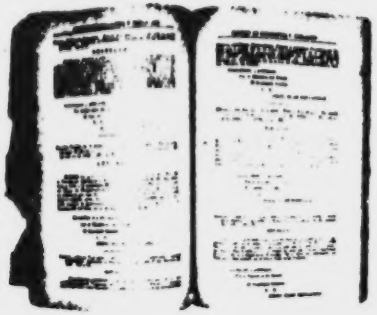
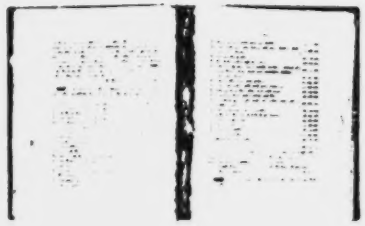
presently be shown.

Where Will Scholars Look?

Over a million of Stanford's 5.5-million volumes are so brittle that they need immediate attention in this century. Tragically, all other major research libraries face the same problem, in about the same degree. What if students and scholars can no longer find a single copy of a particular book? Where will they look for the information they need? We mourn the loss of knowledge about ancient cultures transmitted in an oral tradition—knowledge often lost with the death of the last storyteller or tribal historian. What can we, who rely on the printed word, do before the last book turns to dust?





The Stanford Preservation Office

To address the problem of brittle books as well as other preservation issues, Stanford established its own Preservation Office in 1980. Its function is to provide guidance, expertise, and resources for the conservation, preservation, and restoration of research materials.

Each year, the Preservation Office evaluates more than 4,500 damaged books for conservation treatment. The options range from obtaining replacements to preservation microfilming, photocopying, and boxing for protection.

Microfilming library materials by archival standards increases the life span of the information to about 500 years. Although costly, the process is essential; each library's work to create a preservation microfilm volume benefits students and scholars everywhere, since microfilm can be duplicated and shared.

More Funds Urgently Needed

Preserving Stanford's invaluable research collections intact for the good of future generations is a concern for us all.

At the current funding level, Stanford's Preservation Office can address only the most pressing problems. If it is to cope with the staggering quantity of materials that require attention, a great deal more funding is urgently needed.

Some universities have significant conservation endowments; Stanford's is miniscule. Only by reaching the $1 million conservation endowment target can Stanford begin to arrest the disintegration of its library resources.

We urge you to take part now in this crucial effort by joining the Preservation Council with a gift of $5,000 or more. We thank you, as will future generations of students and scholars.

Those interested in joining or learning more about the University Libraries Preservation Council are invited to write or telephone The Library Development Officer, c/o Cecil H. Green Library, Stanford University, Stanford, California 94305-6004 (415) 723-9078

Recognition Program for Major Donors

Texas A&M
(Donor information)

Donors who give $5,000 or more to the Sterling C. Evans Library will receive special recognition for their gifts, which benefit all students and faculty at Texas A&M University. To honor these donors, the Evans Library commissioned architecture professor and artist, Rodney Hill, to create a unique sculpture with a base support on which donor names will be engraved. Hill is widely known for his fine wood carvings, which are displayed at the Memorial Student Center. The sculpture of wood and bronze depicts the history of libraries and information from the beginnings of tablet writings and hieroglyphics through print to the modern technological age of the microchip. To reinforce the evolutionary mission of the library and its legacy of learning, the sculpture assumes the shape of an obelisk, an early Egyptian form embellished with hieroglyphics.

Donors of $5,000 and above will participate in the Evans Library's Legacy of Learning Donor Recognition Program. Their names will be engraved on the face of the pedestal of the obelisk at the appropriate donor level. Each donor level is named for an individual who has made an outstanding contribution to the development of the library at Texas A&M. The four donor levels are as follows:

Edward B. Cushing Donors—$5,000 to $24,999
Lavelle C. Castle Donors—$25,000 to $99,999
Thomas F. Mayo Donors—$100,000 to $249,000
Sterling C. Evans Donors—$250,000 and above.

The obelisk is to be prominently displayed in the lobby of the Evans Library and will be widely publicized as a campus attraction for visitors to view.

To provide more personal recognition, each donor to the Legacy of Learning will receive a bronze and wood replica of the tip of the obelisk, which captures the contemporary architectural design of the Evans Library building. Replicas are produced by students of engineering technology as a special project of the Texas A&M Chapter of the American Foundrymen's Society. These distinctive mementos are suitable for home or office display.

Cash gifts, pledges, and planned gifts of $5,000 or more all qualify for inclusion in this one-of-a-kind donor recognition program. Levels at which donors are listed on the pedestal will be based on the cumulative giving record of the donors to the Evans Library. As a higher cumulative total is reached, the donor's name will be moved to the appropriate level.

For more information about the Legacy of Learning and donor recognition, please contact:

Irene B. Hoadley, Director
Sterling C. Evans Library 112
Texas A&M University
College Station, TX 77843

STERLING C. EVANS LIBRARY

A gift to the Texas A&M University Library is an enduring gift which promotes the excellence of the University and its academic programs. Gifts can be made through one or more of the following programs:

FRIENDS OF THE TEXAS A&M UNIVERSITY LIBRARY

The Friends are a continuing group of supporters, who generate financial and other assistance to further library development. They meet annually, and also sponsor lectures, programs and contests. Friends membership categories include: student, $5/year; contributing, $15/year; associate, $30/year; sustaining, $50/year; patron, $100/year; life, $1,000 or more.

BOOKS FOR REMEMBRANCE

An endowment of $500 will provide funds to acquire books in remembrance or to honor an individual or a group. Each volume is marked with a special bookplate indicating for whom the endowment was created.

MEMORIAL MILITARY SERVICE LIBRARY

Begun by the Class of 1940, this program honors those who have attended or worked at Texas A&M University and who have served in the military. A gift of $50 will honor an individual with the purchase of a book on military affairs. The book contains a bookplate naming both the donor and the honoree.

MEMORIAL GIFTS

Volumes purchased as memorial gifts have a special bookplate indicating the honoree and the donor. A letter of acknowledgement is sent to the family of the person for whom the gift was made. Twenty-five dollars is the minimum amount needed to purchase a book.

ENDOWMENTS

Individual endowments can be established for an appropriate purpose requested by the donor. An endowment can honor an individual or can be used to acquire materials in a specific subject area or format. All items will be identified as having been acquired by the endowment. A minimum of $5,000 (which can be contributed over a period of time) is necessary to establish a separate endowment.

EVANS ENDOWMENT

The Evans Endowment was established to obtain funds for acquiring materials that will enrich the Library's collection. Any amount can be donated to the endowment.

UNRESTRICTED GIFTS

Unrestricted funds can be either cash gifts or an endowment. They are used primarily to purchase books, but at times they may be used for other special needs such as equipment or new program development. Unrestricted gifts should be a minimum of $25.

GIFTS BY WILL, BEQUEST OR TRUST

The Texas A&M Development Foundation assists those persons interested in creating bequests or trusts to benefit the Library. The Foundation's staff includes experienced attorneys and accountants who can provide information on establishing charitable remainder trusts, special bequests and other similiar gifts for the Library.

If you have a particular interest not covered by any of these programs, or if you have any other questions, please contact:

Irene B. Hoadley 409/845-8111
Director, Texas A&M University Library
Texas A&M University
College Station, Texas 77843

STERLING C. EVANS LIBRARY

MUTUAL ENDOWMENT FUND

A gift to the Sterling C. Evans Library Mutual Endowment Fund is an investment that ensures the excellence of all academic programs at Texas A&M University.

The success of academic study at the University hinges on the quality of materials the Library has to offer. The Endowment Fund was created to enable the Library to accept gifts that could be used to strengthen Library holdings in all academic areas from engineering to the humanities. Giving to the Library Mutual Endowment Fund can be a way of supporting a particular academic program, college, or discipline by strengthening the Library's resources in that area. Funds generated from the Endowment will enhance the collections in traditionally recognized programs such as engineering and agriculture and will build strengths in newer areas such as Nautical Archaeology and Theatre Arts.

Revenues from the Endowment Fund will be used to meet various types of Library needs. The most obvious need is for more books and non-print materials such as microform and audio-visual materials. But additional equipment such as microform readers and slide projectors will be required in order to view these non-print materials. The funds will also be used to improve electronic access to information so that more materials will be available to users with much greater speed. With improved electronic access comes the need to develop bibliographic instruction programs to train students and faculty to become skilled users of information systems and databases.

Donors to the Mutual Endowment Fund acquire symbolic shares in the Library at $50 per share. Giving is cumulative, and an individual or group may add to the number of shares through subsequent gifts to the Endowment Fund. The donor/investor receives a certificate with the recipient's name and the number of shares purchased.

Donors purchasing 100 shares or more for an investment of at least $5000 become members of the Legacy of Learning donor recognition program. Their names will be inscribed on an original sculpture designed expressly for the Library.

Individuals, corporations, organizations and other groups may participate in the Library Mutual Endowment Fund. Individuals may also include the Endowment Fund in their estate planning.

The Evans Library Mutual Endowment Fund is managed by the Texas A&M Development Foundation. For information concerning unrestricted gifts to the Endowment Fund, please contact:

Irene B. Hoadley
Director, Sterling C. Evans Library
Texas A&M University
College Station, TX 77843
(409) 845-8111

SELECTED READING LIST

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